

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CIX, NO. 5

NEW YORK, OCTOBER 30, 1919

10c A COPY



What does it cost to bathe a baby?

THIS pertinent question was the opening gun of the advertising campaign which was started recently for the Pittsburgh Water Heater Company.

And now the oldest and largest manufacturers of copper coil gas water heaters are well on, in this, their first advertising experience. Which experience, by the way, promises to be highly successful.

The forcefulness of this ad-

vertising can be measured somewhat by the amount of comment which it has drawn from all parts of the country.

Its newness and absence of the prosaic seems to leave a pleasant impression. We know it is selling Pittsburgh Water Heaters.

And so, Advertising Headquarters is proud to add another name to the long list of national advertising successes.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO



What Investigation of the Farm Market Will Show

That the farmers are expanding and increasing their equipment to produce more per acre and bring more acres under cultivation.

That the farmer and his family are consumers of the same things as are used by city families.

That the farmers are more prosperous than any other class and demand the best of everything.

That a large percentage of the farm youth are receiving a college education.
THE STANDARD FARM PAPERS, edited by men who know, lead in service to farmers on every-day farm practice.

That the most effective way to establish the prestige of your merchandise among leader farmers is through

The Standard Farm Papers

(Over 1,000,000 Farm Homes)

Pennsylvania Farmer

Established 1880

The Breeder's Gazette

Established 1881

Wallaces' Farmer

Established 1895

The Ohio Farmer

Established 1848

The Michigan Farmer

Established 1843

Prairie Farmer, Chicago

Established 1841

The Farmer, St. Paul

Established 1882

Hoard's Dairyman

Established 1870

Progressive Farmer

Established 1886

Birmingham, Raleigh,

Memphis, Dallas

The Wisconsin Agriculturist

Established 1877

Pacific Rural Press

Established 1870

Western Representatives

STANDARD FARM PAPERS, INC.,
Conway Building, Chicago

Eastern Representatives

WALLACE C. RICHARDSON, INC.,
381 Fourth Ave., New York City

All Standard Farm Papers are members of the A. B. C.

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CIX.

NEW YORK, OCTOBER 30, 1919

NO. 5

What's Going to Happen When Prices Drop?

Sanity in Buying Is Returning and Manufacturers and Merchants Lay Plans for the Time When the Market Recedes

By G. A. Nichols

THE consumer, like a certain famous and much mentioned worm, is beginning to turn.

And right in this we have the makings of a real man-sized advertising and selling problem—a problem that is giving more or less concern to manufacturer, jobber and retailer.

What is happening, or rather what is showing indications of happening, in the business world to-day can be illustrated by a little Chicago episode.

The gentlemen who shine shoes got together one bright day and decided that on account of the war and the high price of labor and material, to say nothing of the increasing cost of living, they would shine shoes thereafter for fifteen cents instead of a dime.

They only thought they would. People quit getting their shoes shined. One big business executive—an advertising man by the way—decided that his \$25,000 a year salary would not permit him to pay fifteen cents for a shine. He bought him some blacking and some brushes and prepared to do his own shining. So did just about everybody else. The shops stood it for a week. Then they decided the cost of living was not so high after all. They went back to a dime. But they did not get as much business as before. They had taught the people something.

This is exactly the thing that retailers tell me is beginning to work out in their business right

now. People are demanding lower priced goods. Extravagant disregard of price, although still a prominent factor, is not nearly so fashionable as formerly. Sanity is returning.

All this coupled with unmistakable indications of forthcoming price reductions in some lines tends to make the retailer conservative in his advance buying. This is particularly true in items like men's, women's and children's ready-to-wear—also work clothing. If a retailer can get immediate delivery on some overalls at \$30 per dozen which he used to get for \$9.50 per dozen he will take them. But if delivery is going to be deferred three or four months which usually is the case then the retailer is beginning to feel timid about committing himself. The reason is that workmen are now showing a disposition to wear overalls with many patches rather than pay three-fifty or four dollars for new pairs.

The clothing people have been saying that next spring an ordinary ready-made suit will retail for not less than sixty or seventy-five dollars. The retailers are frankly afraid of these prices. They are hesitating about placing advance orders. They wonder what will happen by next spring.

When this situation spreads to other lines of merchandise—which it doubtless will, the only question being a matter of time—then what is the manufacturer and jobber

going to do to keep the retailer sold?

How can the retailer be persuaded to buy in the face of a declining market or even in the possibility of such a market?

And, proceeding on the basis that the manufacturer and jobber will be at least fairly successful in solving the advertising and selling problems thus presented, who is going to bear the loss that must come with the inevitable break in prices?

The manufacturer and jobber must consider this latter question from the standpoint of the retailer just as seriously as they do any other element of the situation.

Now then let us look a few facts squarely in the face and call things by their proper names regardless of whose feelings may be hurt. There has been entirely too much ex parte argument on this subject. Business journals, magazines and newspapers have been filled with matter relative to the terrible extravagance of people in buying. One would think that the whole nation had taken leave of its senses all at once and had lost all conception as to the value of a dollar. There has been extravagance, of course, just as there always is when people who have not been used to money in any considerable quantities get it. But when business men—and retailers are the chief offenders in this respect—place upon this extravagance such a large proportion of the blame for high prices they are merely using it as a scape-goat to carry away their own sins into the wilderness.

This probably will be regarded as twisting the tail of the sacred ox. But it is so just the same. Many prices are high not because the people demand fancy quality without regard to cost but because they were arbitrarily and artificially placed at that level by business people who saw a chance to make a profit. And then as an alleged reason for this you hear about people buying their heads off and insisting upon the very best.

It would be unfair to place all the burden for this condition upon the retailer. But he naturally is

entitled to most of it since he is the point of contact between the manufacturer and the consumer. Everybody along the line is taking his share of the prevailing opportunity to get a little extra profit—an opportunity that was made possible through higher wages and through general employment.

UNDUE PROFITS

Get right behind the scenes, however, and persuade manufacturers and others to talk freely with the promise that their names shall not be used and you will find that a good part of the high price proposition is directly chargeable to Mr. Retailer.

In a certain well known retail store there is a child's rabbit skin coat priced at fifty dollars. A clothing manufacturer told me upon his honor that counting a 100 per cent profit for everybody involved in the production of that coat, including even the man who got the rabbits, it would cost about ten dollars to manufacture and sell it. Counting 100 per cent profit for the manufacturer the cost to the retailer would not exceed twenty dollars. In selling it for fifty dollars therefore he gets a cool 150 per cent profit on cost.

Everybody knows about the fancy prices that are exacted this year for anything that is even remotely related to fur. The women are so extravagant in their new found prosperity we are told that they will have the furs simply at any price. Think back a few years and you will discover that the wearing of furs is no novelty. Fair woman always has been partial to her sealskin, her mink, her marten and furs of lower caste. They did not call her extravagant then. Why should they now? Furs cost more now but the women are not demanding or getting a bit better quality than they used to get. Then where does the charge of fancy buying come in?

About the only place where the charge of extravagant buying will hold is in the case of the numerous women of various ages who now are employed at unprecedentedly high wages and salaries. There are more women at work to-day

Telling our readers how to spend \$978,780



THREE HUNDRED thousand enthusiastic subscribers all over the United States read the Christian Herald every week. Their faith in the magazine is proved by this immediate, extensive response to our offer of guidance in their purchases.

To help farmers choose wisely, we recently opened a Power Equipment Service Bureau in our office. We began to offer all Christian Herald readers free, authoritative advice about whatsort of tractor, trailer, or power equipment to buy.

That was three months ago.

To date, we have received inquiries and made recommendations regarding the purchase of \$978,780 worth of machinery—

and the Bureau's mail is growing every day.

Three hundred thousand enthusiastic subscribers all over the United States read the Christian Herald every week. Their faith in the magazine is proved by this immediate, extensive response to our offer of guidance in their purchases.

The Christian Herald reaches the leaders in every community—intelligent, up-to-date men and women who are anxious to keep abreast of the times and desirous of the best that the market affords for themselves and their children.

Graham Patterson
Publisher

THE CHRISTIAN HERALD

NEW YORK CITY

than ever before and they are getting higher pay than ever. The young miss who lives at home and who makes her twenty or thirty dollars a week in place of the ten she used to make very properly feels that now she can afford to get some more classy clothes. In many instances she buys unwisely. Her prosperity is a thing she is not familiar with and she cannot handle it in a businesslike way. She would do better to go along on a more conservative basis as to clothes and save her money. But she won't do it. She buys a fur coat in place of the cloth one. With more women buying fur coats than ever before there naturally is an increase in price in accordance with the law of supply and demand. But how much of this price is arbitrarily placed just because somebody somewhere along the line—or perhaps it would be better to say everybody all along the line—is going to make all the hay possible while the sun is shining?

The retailer is by no means exclusively to blame. Just one instance:

An executive connected with a prominent clothing manufacturing concern was visiting the Chicago office of PRINTERS' INK. The writer questioned him as to the cost of an attractive suit of clothes he was wearing. He said he purchased it two years previously at a price that would amount to about fifty dollars at retail. The same suit now would cost close to a hundred dollars. It was made of the best Australian Merino wool which cost at the time six dollars and fifty cents per yard. The same wool today costs thirteen dollars and fifty cents per yard.

"What would be a fair price for that wool today considering all the necessary advances in production cost?" he was asked.

"About eight, or eight dollars and fifty cents per yard," he said.

So here you have a little example of the manufacturer's troubles also.

In all the hue and cry over the high cost of living most of the attention has been devoted to the producers and dealers in food

stuffs—to the packers, the commission men, the corner grocer and the butcher.

This class of business man always has to bear most of the blame. High prices first make themselves felt in the things people eat because the buying of things to eat is an every day transaction. There is little question that there has been sporadic profiteering in this branch of merchandising. Yet it is pretty generally agreed that the fancy prices prevail chiefly in such merchandise as wearables, house furnishing goods and the so called luxuries.

These things are said not with any desire to attack or criticise the retailer. Probably most of us would do the same thing if we were retailers. But the situation is thus brought out to show that there is little cause for worry as to what the retailer is going to do when prices break. The experts generally are agreed that the break when it does come will be gradual and will extend perhaps over a period of two or three years. Some have been wondering what the overstocked retailer would do should any noticeable drop come. Generally speaking his prices are on such a basis that he can absorb the loss without harm. Prices on many articles can go down quite a way before his profits will be anywhere near the vanishing point.

RETAILERS KNOW A PRICE FALL IS COMING

Talk to almost any up-to-date retailer and you will learn that he is facing a constantly growing demand for more moderate prices. The workmen with their high wages are getting their feet back on the ground. They see no reason why they should spend all their money. They are getting the saving habit. Liberty Bonds taught them that. Bankers in the middle west tell PRINTERS' INK that there is a remarkable demand for bonds in denominations of one hundred up to five hundred dollars. Their wives and daughters have had their fling at frilly clothes which was only natural in the time of inflated prosperity. Luxuries in house furnishings



SOMEHOW the surprise party some of Sis's friends and mine slipped over on us Halloween wasn't so much of a surprise to some folks in our house. If it was, I don't figure out how mother happened to have so much cider and doughnuts on hand, even though the gang did fetch a lot of stuff along with them, too.

But it looked sort of fishy that the corn meal pie and the apple tub just happened to appear from our own kitchen.

Anyhow, while Dad had sent me out to chase a gang of kids trying to swipe our gate, the other gang must have slipped in by the side yard and when I got back I found the party all set.

Maybe Sis wasn't sore when she got the thimble and I the ring out of the cake, though!



THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine
for Boys in All the World!"

Dad said the Byer family was certainly monopolizing the fun, but I guess he got his share of the floor, bobbing for apples, all right.

Mother remarked afterwards that maybe men will be boys, but sometimes there is a limit beyond which fun becomes idiocy. Dad said it was lucky for her, all right, that someone hadn't suggested playing postoffice, or she'd have spoiled the party for the rest of the girls.

Mother can't seem ever to keep mad at Dad very long, the way she smiled then.

Billy Byer.

(Continued in Printers' Ink of November 19)

Boys will be boys—and boys will be men! In any case the 500,000 regular and constantly renewing readers of *The American Boy*, supplemented yearly with fresh levies as more boys arrive at *The American Boy* age, are first class prospects for the advertiser. For today

they are a mighty market, and with the years this great leaven of the best in American boyhood and American manhood forms an increasingly important field in which the advertiser can strongly entrench himself today.

THE SPRAGUE PUBLISHING CO. (Member A. B. C.), Detroit, Mich.
Branch Offices: 286 Fifth Avenue, New York 1418 Lytton Building, Chicago

How 1000 salesmen are learning to use advertising

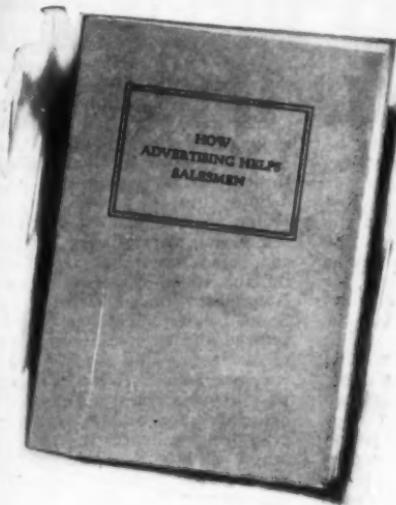
"This is a merchandising proposition," replied the salesman. "You can build up a new business in salad dressing if you'll really tie up to our advertising. Your customers have read about our dressing—and they'll buy it, if you do your share."

"The salesman finally persuaded the grocer to allow him to make a window display of the salad dressing, using proofs of the magazine advertising. He closed an order for five cases.

"Within one week the dealer sold those five cases. He established a steady business in this salad dressing and thereafter placed big orders regularly with the salesman."

THIS is an extract from the new 25-page booklet, "How Advertising Helps Salesmen"—a pamphlet containing the actual experiences of many salesmen whom advertising has assisted in closing important orders or in building larger earnings.

Sales managers today recognize the value of training salesmen to work *with* the firm's advertising and to make full use of it. That is why executives in many different fields have already placed this new booklet in the hands of more than a thousand salesmen.



"We want every one of our men to possess a copy of this book," writes one sales-executive.

Here is what several executives say about "How Advertising Helps Salesmen":

"—a very strong presentation stated in concise, interesting and easily understandable form.

"—one of the best presentations of the subject I have ever seen.

"We are preparing a sales manual for the coming season and wish to include in every manual one of these pamphlets."

Sent free to executives

We will be glad to mail a copy of "How Advertising Helps Salesmen" free of charge to any executive. Additional free copies will be sent later, if desired for distribution to salesmen.

**J. WALTER THOMPSON COMPANY
ADVERTISING**

NEW YORK: 244 Madison Avenue
CHICAGO: Lytton Building
CINCINNATI: First National Bank Building

DETROIT: Kresge Building
BOSTON: 80 Boylston Street

were purchased perhaps lavishly and with lack of judgment. But now the reaction is setting in. The American people are showing that, while they like the good things of life, they are not so irresponsibly extravagant after all. This is why they weigh prices more carefully. This is why the retailer worries as he contemplates the high prices he is being asked to pay for his next season's goods.

"This thing has gone on just about as far as it can," said the merchandise manager of a big department store. "People have been taking their medicine for quite a while and have been paying high prices with greater or lesser degrees of willingness. But now the retail trade is tightening up. People are beginning to think. If prices keep on increasing then they reason they will need their money. They are saving it therefore and are reducing their purchases more to a basis of necessities. I do not mean that this attitude is at all general. The opposite is the case. But the conservative buyers are growing more numerous every day. They form a factor with which we must figure. It has got to a point that rather than pay present prices people will do without goods—just as J. Ogden Armour the other day said he was doing without new shoes.

"So far as the goods we now have in stock are concerned we need have no special worry. We can stand reductions in price and still get out. But how about the goods we want to sell next spring and next fall? This attitude of the people is growing more pronounced all the while. Naturally enough, therefore, we are conservative and even fearful when it comes to committing ourselves for the future. If people won't buy at present prices how are we going to expect them to buy next year at higher prices yet?"

Of course the feeling spoken of by this retailer has got back to the manufacturer who has been riding along in the wave of prosperity and making his price in accordance. In this he sensed the change almost as soon as did the

retailer. It is his business to keep in the closest kind of touch with retail selling conditions, because unless the retailer can sell, neither can he. They are thinking hard right now as to ways of handling the situation that is developing. It has not grown to any dangerous proportions, but is prominent enough to demonstrate that it must be solved now at least in part rather than be put off into the indefinite future.

One concern made a special investigation of retail merchandising conditions in Arkansas, Illinois, Indiana, Iowa, Michigan, Missouri, Nebraska, Ohio, Wisconsin and South Dakota. The resulting data showed the existence of an optimistic feeling and a good demand for merchandise with the exception of wearables. The lack of demand for wearables was attributed pretty much to the backward season and in a considerable degree to the growing demand on the part of the people for lower priced goods. Much anxiety as to future purchases was shown.

It was found that many of the retailers were overstocked owing to the disinclination of people to buy and that as a natural consequence they were exceedingly conservative about committing themselves as to future purchases of goods.

WILL PROTECT DEALERS

"We are going to meet this situation by guaranteeing prices," declared the general manager of a big concern which manufactures men's furnishing goods. "There is no use in temporizing with a proposition like this. I don't blame the retailers for being conservative. We are telling our customers that they need not hesitate or hold back. They can safely place their advance orders at present prices. Then if the market drops between now and the time for delivery of the goods, they will be billed at whatever the price is. There is nothing particularly new about this policy of ours. We used it to good advantage during the slow buying days brought about by the wartime merchandise crisis.

How our dealers sell oil -

Farmers have learned that they can save money by buying their oil in drums. In fact, they are nearly forced to do so. One can't drive the tractor 5 miles to town before breakfast to put in 2 quarts of oil. And one is not likely to send the car either.

As a result, sales of oil in drums are becoming the usual thing. The dealer saves in handling, and he can make a better price.



The Farm Equipment Dealer, the man in the rural trading center who sells implements, tractors and in many cases trucks and autos, is getting the drum trade. His service and collection men of necessity do their business on the farm, not in the store, and it is so easy to load a few drums of oil into the service truck and sell them on the trip to pay expenses that it is the line of least resistance, besides being good business.

More than 60 per cent of our dealers sell oils and grease—most of them in drum lots. The annual volume of sales according to letters in our office is between \$2,000 and \$2,500 per dealer.

**FARM IMPLEMENT
NEWS • The Tractor and
Truck Review •**

704 Masonic Temple

Chicago, U. S. A.

You Reach the Farmers' Buyer Through the Farm Equipment Press

"Of course, in making this proposition to our customers we do so on the supposition that any decrease in prices that may come will be gradual. If the totally unexpected should happen and prices should drop all in a heap, I don't know just what would be the outcome. I do not think it would be any fairer for us to bear all the loss in this case than it would be to ask the retailer to bear it. But to think about this possibly is merely to borrow trouble. There isn't the slightest chance in the world for prices to slump over night. They will go down so gradually that the reduction can be absorbed without any distress. People manufacturing and selling goods may not make so much money but I am sure they need not fear disastrous consequences.

"If manufacturers and jobbers generally were to guarantee their prices as we are doing this would remove much of the timidity retailers now are displaying. Most of the jobbers and manufacturers are insistent that the price decline will be gradual and that nobody need fear. All right then—let them have the courage of their convictions and guarantee their prices on advance purchases. We have no fear at all as to the consequences to us. And we are very sure that our customers will get a fair deal. I suppose that we are the most stiff-necked people in the country when it comes to cancellations. We want our customers to know their needs intimately enough to order merchandise that they really want. When we accept an order we expect to fill it. We have to manufacture or buy the goods to fill that order and we have a right to expect the retailer to make good on it. I suppose our cancellations owing to this policy do not amount to more than five per cent. But if a retailer should get up against it owing to price drops or any other reason, what is there to do other than to meet him at least on a fifty-fifty basis? Guarantee prices now so as to speed up the buying for future delivery and then later proceed with the dealer on a live and let live basis. This is our

policy and we have no misgiving as to what may happen."

Most of the retailers who handle the line of the man just quoted also sell clothing. Many of his retail customers lately have discussed with him their fears as to the advance buying of ready-to-wear. They have asked him for advice, admitting frankly they were afraid to go very far in advance purchase of clothing for two reasons. They feared in the first place that the people would not pay the higher prices that are threatened for next spring. They also feared that prices might in the interval drop and subject them to the possibility of a heavy loss. At this man's suggestion the PRINTERS' INK representative called on two leading clothing manufacturers in an effort to gain some light on the subject. One clothing man ridiculed the suggestion that retailers would hold back on account of the considerations named.

"They'll simply eat the goods up despite the higher prices," he declared.

WHAT NEXT YEAR HOLDS IN STORE

The other clothing manufacturer while saying his present orders far exceeded the output was willing to admit that he was somewhat apprehensive as to next year's prices.

"Come right over into this office," said the first clothing manufacturer. "Here are bona fide orders for this fall's goods—this fall's goods mind you—that we have not yet filled. Under ordinary circumstances we would be working now on next spring's goods. But here we are trying to get out suits that should have been in the hands of our customers weeks ago. Conditions have got to the place where a retailer simply has to take clothes when he can get them regardless of seasonable conditions. I'll venture to say that next fall the clothing manufacturers will be delivering goods that should be in the retail stores by next spring. This necessarily means that for the next year at least a suit of clothes

(Continued on page 127)

To Advertisers and Advertising Agents

The very serious increase in the cost of paper and printing which has taken place since the present advertising rate of The Outlook was established makes it imperative for us to announce a moderate advance in the advertising rate of The Outlook, effective on and after November first, 1919.

The increase in our mechanical costs ranges from approximately fifty per cent for printing to over one hundred per cent in the cost of paper. We have to carry the additional burden of a heavy increase in the postage rate on the advertising, under the Postal Zone Law. It must be obvious that under these conditions we are compelled to make some advance in the price for our service to advertisers, as well as to subscribers. The advance in the page rate is but twenty per cent, the new rate being \$360 as against the present rate of \$300. The new rate per line is One Dollar. Prices for preferred positions and for color work will be furnished upon application.

THE OUTLOOK COMPANY

Travers D. Carman, Advertising Manager

381 Fourth Avenue, New York
October, 1919

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY.



Monroe Calculating Machine in Collier's

"The character and the number of returns received from our advertisements in Collier's fully justify our warm appreciation of this publication as a first-class advertising medium."

Extract from a letter written by
Mr. R. M. Farmer of the Monroe
Calculating Machine Company.

The Monroe Calculating Machine Company has used more space in Collier's than in any other general publication.

Collier's
THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*

Selling Henry K. Chicago

HENRY K. CHICAGO is the easiest man in the world to sell if you go at him in the right way.

Henry K. is a busy man. He is on a split-second schedule from the instant Big Ben gets him up until the day's work is done.

Then Henry K. "lets down," like all other men. He makes the 5.10 without effort, and on the way home what does he do? Reads. And what does he read?

Seven times out of nine The Daily News

He *loafs* through The Daily News at a time when his mind is not crowded with his own business problems. He *reads* instead of scans, and if he does happen to finish his reading of The Daily News before he reaches his home station, he doesn't leave it on the train. Not Henry K. He takes it home to the family, and frequently takes a second look at it himself after supper.

That's the time to get Henry K.—on his way home, or *at home*, in the evening.

That's the time his mind is wide open to *your* argument—the time of all times to *sell* him.

Nearly every clear-visioned advertiser who goes after Henry K. Chicago's business, goes after it through The Daily News, for forty-four years Chicago's leading home newspaper.

Circulation for September, 1919, 373,000
94% concentrated in Chicago and suburbs

The Chicago Daily News

FIRST in Chicago

Can Babies Influence the Sale of a Mechanical Device?

The Pittsburgh Water Heater Company Takes the Common, Daily Household Duties and Builds Water Heater Advertising Around Them

By R. L. Knowles

"**H**OW many babies have you—or you—or you?"

The speaker was the general manager of the Pittsburgh Water Heater Company. He went on.

"I know you have children, Tom, but they are nearly grown. There you are; six of us here at this conference table, and not one of us interested in bathing babies! The question is, is this kind of advertising going to sell Pittsburgh Water Heaters?"

Before them lay press proofs of the advertisement. It was the initial advertisement submitted for their first national campaign.

It depicted a mother, in an up-to-date bathroom, drawing water for her baby's bath. Subordinated to this main illustration was a smaller, showing the old-fashioned method of bathing a baby in a wash tub. The caption was, "What does it cost to bathe a baby?" There was a conspicuous absence of billowy vapor, which befogs most gas water-heater copy. The more natural, thin wisps of vapor told adequately that the water was hot.

"I admit," the general manager continued, "that we do not want to talk about its utility, altogether. The gas water-heater's utility is an established fact. And everybody knows it. Nor do we want to harp on pilot lights and plumbing connections. Here we are linking up the appeal to the maternal and homing instincts with the appeal to the pocketbook, which is great as far as it goes. But how far does it go?"

"Just excuse me a minute, and I will tell you how far it goes." The advertising manager arose, with these words, and left the room.

In a few minutes he returned, smiling broadly.

"I have just been talking to the Public Library, and they tell me that there are some 1,365,000 babies born in the United States each year. Now, they are babies until they are four years old at least. So, if you multiply that 1,365,000 by four, you get a pretty good idea of how far that appeal will go."

PUTTING A NEW HEATER ON PRACTICAL BASIS

A murmur of surprise passed around the table.

"Now take the cost." The advertising manager was warming up. Everybody knows the advantages of instantaneous hot running water—hot water at a turn of the faucet. We have touched upon that but lightly in the copy. The real objection in the public's mind, which must be met by positive and forceful statements, is the cost of operation.

"The first thing which enters a person's mind combative to installing an automatic gas water-heater is the monthly gas bill. They can virtually see that gas bill take the proverbial wings of the morning as soon as an automatic heater passes their threshold.

"You men know, and I know, that this is an erroneous idea. But it is there, just the same. And it is up to us, as I see it, to remove it. And I think this copy will do it.

"First of all," continued the advertising manager picking up a proof, "there's the human interest illustration and the pertinent caption, 'What does it cost to bathe a baby?' There's not a mother in the land, who sees this illustration and reads this caption, but will read the body of the advertisement.

"And in the body of the ad we proceed to sandbag all erroneous

ideas as to expense. Truthfully we tell the public that it costs no more to heat water the Pittsburgh way than it does in any other way; that it costs only one cent for ten gallons of piping hot water, and with a tremendous saving in time, worry and work.

"It seems to me like an irresistible —"



What does it cost to bathe a baby?

In days past it cost a lot of worry and work, and wasting the kettle and the boiler, and the water, and the whole time for a little bit of hot water. It was expensive all round.

Today with a "Pittsburgh" Automatic Gas Water Heater, it costs a turn of the faucet, and a penny in gas. That's just about ONE CENT for the gallons of piping hot water. No waiting. No waiting. It's delivered "quid as a wish."

The "Pittsburgh" Automatic can deliver ten gallons of hot water for a cent and a half, keeping it piping hot over the gas flame. Not a foot of gas is burned unnecessarily. The gas burns only when you are running the water. Closing the faucet stops all gas expense immediately.

Pittsburg Water Heater Co., Pittsburgh, Pa.

Pittsburgh

Automatic Gas Water Heaters

SHOWING THE NEW ANGLE TO THE ADVERTISING OF
WATER HEATERS

At this point there was a general comment of assent. The baby statistics had sold the copy.

And thus the Pittsburgh Water Heater Company sounded a new note in advertising automatic gas water heaters. Other advertisements of the series follow the same trend of appeal. "A penny a day for dish-washing," is one heading. Now dishes are washed three times a day, 365 days in the year. And such an appeal cannot fail to create a great amount of

interest. The same is true of a third caption, which reads, "What does your wash-day cost you?"

Every one of these headings was designed to convey an idea of vital interest to the housewife. She is primarily concerned in how many personal comforts and household conveniences can be had by installing a water heater; the copy on the Pittsburgh Automatic gives her the facts. And who can deny that the women have the deciding influence when it comes to buying anything for the home?

TELLING IT TO THE DEALERS

In previous years the company had put all advertising appropriations into direct-by-mail work. It had, and still has a highly organized and thoroughly efficient sales promotion department. This department organizes advertising campaigns for the various dealers and agents, sends out sales literature in their name and helps them close sales.

The announcement of the new policy to dealers took on the form of a prospectus, a fourteen-page booklet, size 9 x 12. The first two pages of this prospectus are taken up by an announcement of the national campaign, with a

list of mediums and the numbers of readers. The dealers are urged, and told how to take every advantage of this national publicity. This was followed by full page advertisements of the series with a talk about each.

This prospectus was sent out the day the first advertisement appeared, along with a strong letter, to about 10,000 dealers. It is a little early to measure results but so far it seems to have met with a goodly measure of success.

Slogans That Do Double Duty

While Furnishing a Key Thought That Should Often Whet the Reader's Desire to Know More About the Goods

By Ray Giles

THE useful service which PRINTERS' INK is performing in recording America's advertising slogans will be greatly added to if advertisers are stirred to think afresh on this interesting phase of salesmanship through type.

The other day a man who was the head of the copy department of a prominent advertising agency was sitting in a general conference of advertising men who were discussing methods of practice. This chap was holding forth with considerable earnestness on slogans. His belief, based on considerable experience was something like this: The creative workers on any advertising campaign should seek first of all to get a slogan on every product which comes to them for handling.

The speaker pointed out that of those products on which he had worked, the most successful ones were those where a striking slogan was first formulated.

Contrary to the usual motive in slogan making, this man did not place much value on those which are brought into being solely because some one thinks that "it is great stuff to put a catchy phrase behind every product."

He advised slogan hunting as the most interesting way of bringing to light the central talking point, or as a summing-up phrase which would quickly suggest the peculiar value of a given piece of merchandise. But at the same time he laid great emphasis on wording the slogan so that it also aroused curiosity to read more about the product. He insisted that a slogan should do this double duty.

He also pointed out that slogans are of particular value in stabilizing the manufacturers' advertising from year to year. Given an individual slogan, the advertiser is slow to renounce it, and as long as he uses it the copy

man just naturally continues to write every advertisement so that it is built around the idea which the slogan expresses.

The slogan thus insures consistent and persistent advertising from the copy standpoint.

Two advertisers for whom this man worked were formerly of that type which demand a "fresh scheme" every year.

Every year in discussing advertising, they assumed that a complete change of advertising approach was necessary in order to keep new customers coming.

A SELLING, TEASING SLOGAN

The advertising man tried piling up of precedents and reasons why such procedure was a mistake but without shaking their convictions. Then it struck him that maybe a bang-up slogan would help. He thought and thought until he bored a mental hole right through the tough shell of the product and extracted a single selling phrase which summed up the virtues of their product. But the phrase was so worded as to include an element of tease. The advertisers threw up their hats in the air, as well they might.

Curiously enough when once they got their slogans going they lost sight of the idea that their advertising should make a fresh start every year. Their belief in the slogan was so great that they saw the wisdom of building their advertising around it continuously with only variations from season to season. It is not mere coincidence that from the day they adopted the slogan their sales began to show better increases than ever before.

I am told that one of the biggest tire companies in Akron has hanging in a frame in its advertising department a sentence something like this: "Remember that

you can advertise only one thing at a time."

The adoption of the proper slogan automatically keeps one fact before the advertisement writer.

I said "proper slogan." This indicates a certain amount of cock-sureness on my part, but I think I will take a chance for once.

Slogans seem to fall into three classes:

(1) Plain, flat statements which are condensed selling talks.

(2) Condensed selling talks which also arouse the desire to know more about the product.

(3) Generalities, mere claims or guff.

The convictions advanced here will be that slogans of type 2 are by far the best.

Take as a sample of type 1 three slogans from a recent PRINTERS' INK. The Sealy Mattress Company uses "A Pillow for the Body." The California Redwood Association uses "Resists Fire and Rot." The Continental Rubber Works uses the slogan "Tougher than Elephant Hide."

These are, of course, all good expressive slogans but it is respectfully suggested that a slogan which conveys a selling thought yet leads the beholder definitely to desire *more* information, is still better. It is suggested also that the casual reader of these slogans frequently feels that he has the complete selling story in the slogan—hence why read the body text of the advertisement.

In the same installment of slogans appeared, "Snap with a Turtle Back" used by A. L. Clark & Co., Inc., for the So-E-Z snap fastener. Here the slogan suggests a point of superiority but is so expressed that curiosity is provoked to know what the dickens turtle back design can contribute to the efficiency of the snap fastener.

Again, take Iver-Johnson's "Hammer the Hammer." It is highly suggestive of the selling point, yet there is just enough left to the imagination to make the first-time reader want to be sure as to just what it signifies.

"It's Toasted" while individual-

izing the product arouses curiosity and would make readers desire to know why "It's toasted" and therefore read the body of the copy.

"It won't break" at first blush appears a prosaic and rather flat phrase, but when we remember the accidents that may happen with glass vacuum bottles, we would hardly fail to want to know why it is that the Stanley Vacuum Bottle can come to us with such a promise.

Henry Rankin Poore speaks of "The mysterious element so valuable to art." It exists to a certain extent in the art of slogan making just as well as it exists in the art of painting. It suggests that when a little is left to the imagination the slogan may stimulate interest, while still conveying the idea that the product is one of peculiar merit.

European Advertising Manager "For American Express Co."

Robert Barton, who was assistant advertising manager of the American Express Company, New York, has been made advertising manager for Europe of that organization. He will establish offices at the headquarters of the American Express Company in Paris. He plans to introduce American methods of advertising throughout Europe, in connection with his company's activities, as soon as conditions in European countries make such action possible. Leslie W. Rowland, has been made assistant advertising manager, as successor to Mr. Barton at New York.

Made Advertising Manager of New York "Evening Sun"

E. M. Alexander, who has been advertising manager of the New York Tribune, has become advertising manager of the New York Evening Sun succeeding the late Frank McLaughlin. Mr. Alexander is succeeded as advertising manager of the Tribune by F. Porter Caruthers, who was closely associated with Mr. Alexander in his work at the Tribune.

"Farm and Home" Changes Annual Number

Farm and Home, a publication of the Phelps Publishing Co., Springfield, Mass., intends to discontinue its regular spring feature number known as "The Poultry Annual," and to substitute for that feature, a number to be known as "The Power Annual," which will deal with power-driven labor-saving devices.

You can
at one cost
reach the greatest number
of possible consumers
in the Philadelphia territory
each day
by concentrating
in the newspaper
“nearly everybody reads”

The Philadelphia Bulletin

*Net paid average
for six months ending* **446,311 Copies
October, 1st, 1919** *a day*

*“The Philadelphia Bulletin is the only Philadelphia
newspaper which prints its circulation figures
each day.”*

The Philadelphia Bulletin's circulation reaches
far beyond the highest point ever attained by a
daily newspaper in the State of Pennsylvania,
and is the third largest in the United States.

Farm Advertising



SPENCER, IND.
Farm Life

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Farm Advertising is Economical Advertising

Advertising in strong national Farm Papers like Farm Life is economical advertising.

Four out of every five farmers are readers of such papers. They subscribe by the year in advance and get the paper through the mails.

Because Farm Life is bought by the year the advertiser can know definitely just whom he is reaching.

Farmers are careful readers. They do not read so many publications that they cannot read the ones they have thoroughly. They never buy two or three editions of the same publication on the same day, or two or three different papers within as many hours. They do not hurriedly glance through a publication and leave it somewhere or toss it into the waste basket.

Farm Life is read carefully down to the last advertisement. Its life is a month—not a day or a few hours.

No other class of mediums has so intimate an appeal, or so decisive an influence in the lives of a large number of people as papers of the type of Farm Life.

Farm Life circulation is definite. It is among good buyers. And because the paper is carefully read that circulation is efficient.

650,000 copies every month. The page is 450 lines and dominant space costs less than in papers with a larger page.

THE FARM LIFE PUBLISHING COMPANY

Advertising Representatives

JOHN M. BRANHAM COMPANY
Chicago Detroit

Atlanta

St. Louis

New York.

SPENCER, IND. Farm Life

F R E Y

Men who make up the Frey organization work in an atmosphere of ideas, ideals and *action*. Each man knows his work and *does it*. It is an organization of men who are making art serve business in a businesslike way. Art is not sacrificed in the process—it is *intelligently directed to a specific end*. This method serves the ends of both good art and good business.



**CHARLES DANIEL
FREY COMPANY**

Advertising Illustrations

104 SOUTH MICHIGAN AVENUE
CHICAGO

Farm Publishers Meet with Chicago Advertising Council

Many Interesting Phases of Farm Market Conditions Brought Out by E. T. Meredith and Other Authorities.

"**A**N appalling lack of appreciation of the farm market and its possibilities," is the way E. T. Meredith, president of the Associated Advertising Clubs of the World, characterizes the attitude of many advertising managers who are trying to sell merchandise to the farmer. Mr. Meredith discussed the farm market in an address at Chicago this week before a conference of the Agricultural Publishers Association and the Advertising Council of the Chicago Association of Commerce. This was Mr. Meredith's first public address since being elected president of the A. A. C. of W.

He told of one advertising manager who was covering the agricultural sections of the country with an appropriation of hundreds of thousands of dollars who never had been west of Pittsburgh. Another advertising manager was visiting a modern farm house and was taken down into the basement so he could see the incubator. He saw a hot air furnace and said: "She is a big old hen, isn't she?" Another saw a herd of sleek, well fed steers in a feed lot. He admired them greatly and then wondered how in the world the farmers could get close enough to such dangerous animals to feed them.

Among the several specific instances of lack of appreciation of the farm market Mr. Meredith spoke of the advertising manager of a clothing house that was featuring mail-order suits of clothes at seventeen dollars. Upon being asked why he did not try to sell them to farmers he said the price was too high. He was shown his mistake and now his concern is advertising in farm papers selling a great deal of clothing at twice the original price.

"Some time ago," said Mr. Meredith, "I was visiting with a

friend who manufactures reinforcing steel to be used in concrete buildings and he made the remark that his investigation had shown that if his concern could sell the steel necessary simply to put a cement approach to the barns on the farms of America it would amount to much more than they could possibly make and be greater in volume than all the reinforcing steel used in all the manufacturing plants in America.

"The statement was made at a recent agricultural conference by a party interested in the manufacture of clay products that if only five per cent of the farm buildings of America which could be and should be built of tile or other clay products, were actually built, it would take twice the capacity of all the present clay products factories in the country to supply such a demand.

"It is conservatively estimated that the agricultural products of America this year amount to twenty-five billions of dollars. This means new buildings upon the farms, many of the young people will go away to college, new equipment in the way of machinery, more automobiles, more pianos, more clothing, more of all that goes to add to the comfort and welfare of the people. These farmers are certainly not going to keep these twenty-five billions of dollars. They have actual expenses and are forced to buy equipment the same as the rest of us."

The farm market from an advertiser's standpoint was discussed by F. R. Todd, vice-president of Deere & Co., Moline, Ill.

WILL STAGE SIMILAR MEETINGS

The big meeting was the first event of the fall programme of activities of the Association of Commerce Advertising Council. There will be a number

of other events which will take in various phases of advertising. W. Frank McClure, chairman of the Advertising Council, told the meeting something about the council's activities and aspirations.

"Since we started this work last January," he said, "one of the most outstanding features has been the vigilance work. There is really no justification for a big advertising organization which does not aim to clean up advertising. About three or four months ago Mr. Davis was employed by the better advertising committee or bureau to give his entire time to cleaning up fraudulent advertising in and about Chicago.

"You would be surprised to hear of the hundreds of cases that have already been brought to his attention. His staff will have to be enlarged. I hope some day he will be able to tell you of the things he has accomplished.

"Aside, however, from our general sessions, from our big inspirational meetings, the very life of this Advertising Council will depend upon its departmental sessions. In a sense, we regard this meeting to-day as one of those sessions. If all of our fourteen departmentals which we have in view, if the meetings materialize, as this has done, we will need nothing more to make the year a great success.

"We are looking forward to having a community advertising conference and exhibit. We are also looking forward to the financial advertising men making a display similar to the one in New Orleans. We are looking forward to the newspaper representatives of Chicago coming together in a round table meeting once a month. We are looking forward to the magazine representatives doing the same thing. Some of the direct mail representatives yesterday stated that in January they were going to put on a big exhibit. The trade press, I am sure, is looking very favorably upon the idea, and have some plans for their work, also the billposting interests, also street car and elevated advertising, etc. So we

might go on enumerating these fourteen departmentals, agriculture coming, as I believe it deserves, in view of its great importance in American life, first on the list."

A great improvement in the character of the farm press during the last ten years was seen by Stanley Clague, manager of the Audit Bureau of Circulations. He said a new farm press has taken place of the old and that the farmer to-day is gladly paying the subscription price because of value received.

"Where \$10 was spent ten years ago," said Mr. Clague, "many times \$100 is spent to-day for editorial contributions. The most brilliant men in the universities and especially in the agricultural departments, eagerly seek through the farm press a medium for the exploitation of their progressive ideas."

James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, argued in behalf of the standard rate card. He declared the absence of this is costing the publishers of the country more than a quarter of a million dollars out of the money that passes through the hands of the members of his association alone. He strongly advised also the standardization of sizes, saying this would do much toward eliminating the nearly \$2,000,000 a year loss to the publishing business through profitless overhead.

The advertising exhibits shown at the meeting by the Agricultural Publishers Association represented about seventy-five farm papers and one hundred and fifty advertisers and advertising agencies interested in developing the farm market in a larger way. The exhibit was considerably larger than the one shown by the Agricultural Publishers at the New Orleans Association. Frank B. White, managing director of the Agricultural Publishers told the meeting that he regarded this exhibit as being the most complete thing of the kind ever shown.

The Agricultural Publishers Association made an exceptional ef-

fort to get into the meeting all who were at all likely to be interested. It went to the unusual extent of taking three full pages of advertising space in a Chicago newspaper boosting the meeting and made much of the fact that the Chicago Association of Commerce had joined hands with the publishers to make the meeting a success. The advertising referred to the Association of Commerce as "the watch dog of the industrial, financial and civic welfare of Chicago and its great trade outlets."

The farm papers represented at the meeting were: *American Farming*, Chicago, Ill.; *Better Farming*, Chicago, Ill.; *Capper's Farmer*, Topeka, Kans.; *Dakota Farmer*, Aberdeen, S. D.; *Farm Life*, Spencer, Ind.; *Farm and Home*, Springfield, Mass.; *The Farmer*, St. Paul, Minn.; *Farmers' Mail and Breeze*, Topeka, Kans.; *Farmer and Stockman*, Kansas City, Mo.; *Idaho Farmer*, Boise, Idaho.; *Indiana Farmers'*

Guide, Huntington, Ind.; *Iowa Homestead*, Des Moines, Ia.; *Journal of Agriculture*, St. Louis, Mo.; *Michigan Business Farming*, Mt. Clemens, Mich.; *Missouri Ruralist*, St. Louis, Mo.; *Modern Farming*, New Orleans, La.; *National Stockman and Farmer*, Pittsburgh, Pa.; *Nebraska Farm Journal*, Omaha, Nebr.; *Nebraska Farmer*, Lincoln, Nebr.; *Oklahoma Farmer*, Oklahoma City, Okla.; *American Agriculturist*, New York; *Orange Judd Farmer*, Chicago, Ill.; *New England Homestead*, Springfield, Mass.; *Northwest Farmstead*, Minneapolis, Minn.; *Orchard and Farm*, Los Angeles, Cal.; *Oregon Farmer*, Portland, Ore.; *Power Farming*, St. Joseph, Mich.; *Southern Agriculturist*, Nashville, Tenn.; *Southern Planter*, Richmond, Va.; *Successful Farming*, Des Moines, Ia.; *Washington Farmer*, Spokane, Wash.; *Western Farm Life*, Denver, Colo.; *Western Farmer*, Portland, Ore.; *Wisconsin Farmer*, Madison, Wis.

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Direct Advertisers Take Action Against Swindlers

Convention in Cleveland Determines to Work with Vigilance Committee of A. A. C. of W.

DELEGATES to the Convention of the Direct Mail Advertising Association, Inc., and the Association of House-Organ Editors, at the annual meeting in Cleveland, October 29, 30 and 31, voted to wage war on fake advertisers.

"Let us all get our names on as many 'sucker' lists as we can," said Carl Hunt, of New York, director of the extension division of the A. A. C. of W., who made the keynote speech of the convention. "We will then receive the advertising literature of wildcat promotion schemes and with it the names of the printers who are working for the get-rich-quick swindlers. This will put us in a position to start an advertising campaign to educate these printers to refuse to handle copy for the dishonest advertiser and promoter. Fake advertisers are turning more and more to the use of direct mail advertising because they are being driven from the columns of reputable publications."

The following resolution was adopted unanimously:

"In view of the abuse of direct mail advertising by vicious and unscrupulous promoters, who, debarred more and more from the publication field, now seek the only remaining medium—direct mail—to further their pernicious ends, it is the sense of this meeting that the Direct Mail Advertising Association, Inc., and the Association of House-Organ Editors, take definite steps to end the evil.

"These associations therefore ask that the President immediately appoint a Vigilance Committee of five members to co-operate with the National Vigilance Committee of the Associated Advertising Clubs of the World, and with any other agencies now working for the elimination of these abuses.

"These associations strongly urge all individual members to co-

operate in the fullest possible manner with this Vigilance Committee so that this evil may be removed at the earliest possible moment.

"The most effective way in which our membership can bring about this desired end will be emphatically to refuse to serve such fakers, either in the capacity of writers or producers, and these associations therefore call upon every member for full co-operation.

"Let every one of our members, in addition, resolve to withhold all business from those writers or printers who participate in the prostitution of direct mail advertising."

CONVENTION HIGH-LIGHTS

The delegates were welcomed to Cleveland by Charles W. Meers, President of the Cleveland Advertising Club, who said he could not too warmly commend the objects of the association and hoped some means would be found to emphasize the importance of direct advertising to advertising men. "Direct advertising needs advertising," he said.

Frank L. Pierce, manager of direct mail, Remington Type-writer Company, New York, told of the methods of that company in helping salesmen by circularizing.

George B. Sharpe, Cleveland Tractor Company, described methods of reaching the farmers through the mails and said that printed matter prepared for them should be like any other business literature, for farmers do not like to be talked to as farmers. He pointed out one important thing to be borne in mind when addressing the farmer, namely, that the appeal should be made to the farmer's entire family, as all members, wife, children and hired man, have a part in the conduct of the farm.



Was Franklin Right ?

Benjamin Franklin writing from Paris to his nephew in Philadelphia said—"and as you will before that time have come to believe it is a very decent warrant of stability to serve one thing faithfully for a quarter of a century."

THE PEOPLE'S HOME JOURNAL is now in its thirty-fourth year of continuously serving faithfully the best reading needs of the American home as seen and charted by its founder, F. M. Lupton.

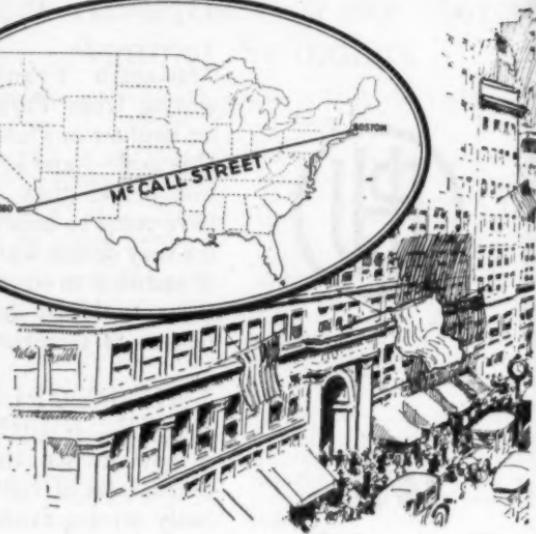
Thirty-four years is not a great age when compared with the pyramids but is, as Franklin said—"a very decent warrant of stability."

The People's Home Journal
NEW YORK

For 34 Years the Magazine for Every Member of the Family



If a million and a half families who subscribe for Mc Call's Magazine all lived on a single street in homes only 25 feet apart, the houses would line both sides of a roadway from Boston to San Diego.



The Shopping Center

Suppose all the housewives of Euclid Avenue, in Cleveland; of Sheridan Road, in Chicago; of Beacon Street, in Boston; of Pacific Avenue, in San Francisco, were to go shopping together some morning.

It would be a remarkable assemblage of shoppers—a hundred thousand, perhaps. But it would be only

MC CALL'S MAGAZINE

a handful, compared with the women who buy in the Shopping Center of McCall Street!

For McCall Street has 1,500,000 homes—the homes of the 1,500,000 families who read McCall's Magazine every month. When the women folks of McCall Street go shopping, they spend, not thousands, not hundreds of thousands, but MILLIONS of dollars a day!



of McCALL STREET

And, just as McCall styles and the McCall Patterns are the fashion guide of the women folks of McCall Street, so is McCall's Magazine their shopping guide.

Its exceptional fiction, its authoritative fashions, its special articles of vital interest to every woman,

MC CALL'S MAGAZINE

will at once reveal to you why the wives, mothers and daughters of 1,500,000 American families read McCall's Magazine, and buy in the Shopping Center of McCall Street.

THE McCALL COMPANY

236-250 West 37th Street

New York City

CHICAGO

SAN FRANCISCO

BOSTON

ATLANTA

TORONTO

Maurice Elgutter, of Toledo University, made a presentation of the methods used by that institution in conducting its classes in direct mail advertising.

What kind of editorial matter will appeal to professional men in a house-organ going to doctors, dentists and veterinarians? was discussed by Harry B. Mayson, of Parke, Davis & Co., Detroit, who explained the policies of his company governing their house-organs.

Williams Feather's talk on the use of syndicated house-organs dealt largely with the question of editorial policy and the proportion of text to advertising matter, presented from the standpoint of his own company.

The use of psychology to increase the pulling power of direct advertising was presented by William N. Bayless, of the Conklin Pen Mfg. Co., Toledo.

Arthur T. Garrett, editor of the Timken-Detroit Axle Co. house-organ, gave a talk on "How to use humorous copy successfully in a house-organ." He explained the policy of the Timken Company, which is to avoid all mention of products in the reading matter.

Henry Hale, Jr., of the Ethridge Association of Artists, New York, pointed out the need for better illustrations in direct mail work.

The Round Table sessions of producers and users of printed matter were a feature of the convention and it was felt that more time should be set apart for this purpose at future conventions.

A resolution presented by C. M. Schofield, Illinois Glass Co., Chicago, to petition the Post Office Department to compile a directory and business classification of post office patrons throughout the United States as a means of reducing waste in the mailing of advertising matter to incorrect addresses, provoked a lively discussion. It was finally voted to hand the resolution over to the Association's Board of Governors for consideration. No action was taken by the Board at the Cleveland meeting.

The convention passed a resolution recognizing the splendid work

done by the United Typothetae of America in the standardization of the printing business.

C. H. Mackintosh, of the La Salle Extension University, Chicago, announced the offer of that institution of a bronze trophy as a prize in a Better Business Letter Contest, to be awarded June 30, 1920.

The annual dinner was called "The Famous Speechless Banquet," as no speeches of any kind were permitted, the programme being made up of entertainment features. Officers elected for the coming year are: President, Frank Hubbell, House of Hubbell, Cleveland; vice-president, Clifford Elvins, Imperial Life Assurance Company, Toronto, Ontario; secretary, William A. Hersey, Robert H. Ingersoll & Bro., New York; treasurer, William Feather, Cleveland; board of governors, Homer J. Buckley, Chicago; Charles Henry Mackintosh, Chicago; William A. Hersey, New York; and Frank Hubbell, Cleveland.

Pick Your Mailing List

A large company operating in the Middle West had been extremely liberal with its employees, preferring to pay the advances asked and keep its skilled labor rather than to take on new and inefficient labor at lower wages. One day, to the surprise of the manager of the plant, a delegation of employees called on him. Sensing that something was wrong, he did not expect any trouble on the wage question, inasmuch as an advance had been granted only the previous week.

"Well, boys," he said, "what is it this time?"

"We want another raise," said the spokesman for the men.

"Why you only had an advance last week," said the manager.

"Well, it's this way, sir. Since then we have found that the company is making barrels of money. We talked it over ourselves and want to know why we can't share in this."

To the surprise of the manager, he pulled out a market letter of a New York brokerage house, which gave glowing estimates of the earnings of the company.—*The Wall Street Journal*, New York.

R. L. Wilkinson Succeeds W. B. Coghlan

Robert L. Wilkinson, who has been a member of the industrial division at Newark, of the Klaxon Company, Newark, has been made sales manager of that organization, succeeding Walter B. Coghlan.

Getting "local color" into your advertising picture

An artist would never attempt to paint some far-away woodland nook while in his city studio. Without local atmosphere his picture wouldn't have a true appeal.

When you plan your sales message know your territory and prospective consumers.

Know then prosperous Milwaukee and rich Wisconsin are ripe for productive advertising effort.

The Sales Promotion Bureau of The Journal—Milwaukee's ONE dominant newspaper—will accurately investigate the Milwaukee market as it applied to your particular product.

The Journal will give you intelligent advice and substantial co-operation—"local color" based on fact, to make your advertising campaign a result getter.

The Milwaukee Journal

H. J. GRANT, Publisher

Special Representatives

OMARA & ORMSBEE, Inc.
New York and Chicago

R. A. TURNQUIST,
Advertising Manager

London Office
34 Norfolk St., Strand

On Father Knickerbocker's Dinner Table!

This highly effective design, conspicuously painted on hundreds of dominating locations throughout Manhattan, Brooklyn and the Bronx, is daily directing the attention of Greater New York's seven millions to Premier Salad Dressing. A rapidly increasing demand for an already popular product is being created.

Outdoor Advertising in New York City is concentrated, localized, neighborhood publicity with no waste circulation. It has demonstrated in hundreds of cases that it stimulates distribution and increases a local demand quickly and economically.

The O. J. Gude Company's service to advertisers assures displays that are artfully designed, competently painted and located at strategic points. They enable the advertiser to reach the largest consuming public in the world at the minimum of expense and with maximum results.



's



Jue Co., N.Y.



*First Place—
Worth Many Times Its Cost!*

You can call to mind a number of concerns in unquestioned first place in their industries. They retain the best salesmen—sell biggest bills to best dealers at lowest sales cost—manufacture economically, and make healthy dividends always. Their stock issues are sound investments.

Almost invariably these premiers were advertising pioneers and bought first place by persistent advertising.

First place in many staples is still obtainable. We welcome a discussion of merchandising tactics to win and hold first place.



MALLORY, MITCHELL & FAUST

(Incorporated 1904)

*Advertising and Merchandising Counsel
Security Building, Chicago*

Telephone Franklin 1872.

The above advertisement, one of a series now appearing in Chicago newspapers, touches on a subject of paramount importance.

To any one interested, we will be pleased to send a set of typical Mallory, Mitchell & Faust Newspaper Advertisements. These have been assembled under the heading, "Plain Statements That Interest."

Mallory, Mitchell & Faust

ERNEST I. MITCHELL
President

(Incorporated)

PAUL E. FAUST
Secretary and Treasurer

Advertising and Merchandising Counsel

Security Bldg., Chicago, Illinois

Established 1904

Member of the
American Association of Advertising Agencies
Audit Bureau of Circulations



Thomas Russell's New Book Explains the "Why" of Advertising

"Commercial Advertising," An Inspiring Account of Great Britain's Advertising Accomplishments

THOSE few Americans who may have harbored a feeling of advertising superiority toward the British will quickly disabuse themselves of the idea if they will read Thomas Russell's new book "Commercial Advertising," which has recently come from the press of G. P. Putnam's Sons, Ltd. Here is a book about English advertising methods that must be ranked among the best books on advertising that has ever been written.

In the main the book is made up of lectures that Mr. Russell delivered before the students of the London School of Economics and Political Science. Many of these students were men and women contemplating advertising as a career; a number of others are already engaged in various advertising pursuits. Because of the character of the audience, Mr. Russell ignored all untried theory and confined himself strictly to practical phases of the subject. In the preface to his work, he explains why he was obliged to treat his subject in elementary fashion. But no apology is necessary, for it is this form of treatment that gives the book its distinction. The volume is not a dreary text-book, but rather a statement of the practical principles that vitalize advertising and that make it an energizing force in everyday business. There is little about the mechanical details of preparing an advertisement in the book, but a great deal about the broad merchandising fundamentals on which all good advertising is based. These fundamentals are practically the same the world over. It is this fact which shows that there can be no essential difference between the advertising of America and of Great Britain. Methods may vary widely, but the principles are the same.

The thing about "Commercial Advertising" that the trained ad-

vertising man will appreciate is the way Mr. Russell illustrates every point he makes by quoting an incident from an actual campaign. Every statement is supported by an allusion to the experience of some advertiser. The book bristles with these stories of advertising successes. Mr. Russell is well qualified to write of these. For thirty years he has been London correspondent of *PRINTERS' INK*, and during this period he has steadily chronicled in these columns Great Britain's advertising accomplishments. He was formerly advertisement manager of the *London Times*. He is one of that country's foremost advertising consultants. He, himself, has been intimately associated with many of the campaigns that have contributed to English advertising history.

A REAL BELIEVER IN ADVERTISING

What we like especially about Mr. Russell's book is the faith that it inspires in advertising. No man in the profession can read this book, particularly the three chapters "The Economic Justification of Advertising," "Advertising—Its Functions and Policy," and "Copy-Writing and the Practical Psychology of Advertising," without holding his head a little higher and taking a renewed pride in his calling. The first chapter in the volume, the one that attempts to justify advertising economically, is one of the most powerful arguments in behalf of advertising that has ever been penned. By setting down incontrovertible fact after incontrovertible fact, Mr. Russell proves that advertising tends to standardize quality, to simplify distribution, to lower costs and to make it easier and more satisfactory for the consumer to buy. This is the sort of sledge hammer blows that Mr. Russell delivers

throughout his book against the opponents of advertising:

"An important element in this case is the fact that Advertising standardizes the quality of goods. I have shown that many new inventions could not be introduced at all unless they were advertised, and presently I shall show that Advertising, so far from enabling manufacturers to charge too much for their wares, makes it profitable for them to sell their wares more cheaply. But when we use the word 'cheaply,' as here, we ought to remember what 'cheap' means.

"No doubt you can buy cocoa cheaper than Cadbury's, or oatmeal cheaper than Quaker oats. You can get—or you used to be able to get—German silk that seemed very cheap indeed, weight for weight, compared with English or Lyons silks, and even, with ladies in the audience, I will venture the opinion that these silks, artificially weighted with gum and certain salts of tin, were not really cheap. But as there is little or no advertising by manufacturers of silk, there is no standard of quality. Where there is a standard, you will not find that staple commodities are any cheaper for not being advertised. Advertised packet teas are generally a little superior in quality to teas which can be bought from bulk at the same price. Advertised food-stuffs, condiments, textiles, boots, soaps, and other commodities, cost no more than others; some of them cost less; and the quality of them all is standardized. Competition forces an advertiser to compute the expenses of advertisement as a trade expense, and not as an element in prime cost. What competition cannot do to an advertised product, is to degrade the quality of it, because the moment a thing is advertised, self-interest compels the manufacturer to keep the goods up to standard.

"But where the public has no means of identifying the product, the tendency of competition is to cause a fall in quality. Retailers naturally favour the producer who will leave them the largest profit, or charge them prices which enable them to undersell their rivals. The manufacturer who sacrifices part

of his own profit to compete for their favour only steps upon a sliding scale. At the bottom of it is adulteration, or, at best, the adoption of inferior materials, which leads to new competition. The consumers of his goods do not identify them. They buy what is cheapest, and even if they do not, there is no standard by which they can satisfy themselves that dearer grades are worth the advance. A consumer may be injured without ever knowing it. One unadvertised flour may be a great deal less nutritious than another, though the two may not be distinguishable by physical tests such as the consumer could apply. An invalid wrapped up in unadvertised and adulterated flannel may suffer grievously in health; but he cannot readily distinguish cotton from wool. It is to no one's interest in either case to supply analyses, and even if such analyses were supplied, they would have little meaning except for a professed student of hygiene. But the case is different with an advertised article. It will then commonly be to the interest of the manufacturer to publish some facts and explanations about his wares. In other words, the consumer of an advertised article is protected by the interest of the manufacturer, and the consumer of an article which is sold without being advertised is not. He does not know where the goods come from, and the only thing he can do, if he is not satisfied, is to go to a different shop, where very likely he will get the same goods! It is a remarkable fact that the advertised goods on which the largest profits are made, are precisely those on which the individual profit per sale is lowest.

"One reason why advertised goods, despite the heavy expense of advertising, are not dearer than the others, is rather apt to be overlooked. A manufacturer, who, by means of advertisements, is able to increase the scale of his business, produces goods at a lower factory-cost, for a greater output is accompanied by economies in manufacture; so that an expenditure in advertisements, calculated to be recouped by profits on an existing scale of production, which presently makes a market for increased out-

put, is much more than merely a propulsive force. It becomes a productive force, increasing the capacity of the manufactory, and rendering possible the employment of additional plant. Rates and taxes, interest on the cost of machines, buildings and land, and the expense of insuring them, with many other costs, are just as heavy when the factory is working only eight hours a day as when it is working with three shifts and the machines never stop, day or night. These fixed costs have to be spread over the output. If the output increases, the cost of it falls. That is very elementary, of course."

In its entirety, "Commercial Advertising" is the sort of a book English advertisers would themselves write could they be persuaded to tell fully the inside facts about the policy that guide their campaigns.

Letters Like This a Help in Themselves

PITTSBURGH, PA.

DEAR FRIENDS:

The usual salutation heretofore has been for many years "Gentlemen," but, under my breath I have always said "Dear Friends" in thinking of or writing to that staunch old standby of the business world—*PRINTERS' INK*.

I have missed you for what seems like a long, long time, although your absence has been brief in reality.

No explanation is needed. None is asked for or expected. I know why you have been delayed.

But, this seems like a good time to let you know that your readers are indeed your friends—ready to stand by you now when you need us—even as you have stood by them during all the years that are past when we in countless ways needed you.

The latch string is always out at our house for *PRINTERS' INK*. Come and go as you please.

Flowers are out of place. What you need now is nourishment—loyalty—help.

Can Pittsburgh be of service to you now? Then, for the love o' Mike say so.

We helped win a war for Uncle Sam recently. We are in good trim to win one for you now. Come on! Speak up!

Your sincere friend,

H. B. BAKER

Gannon of Royal Baking Powder Starts New Agency

Joseph W. Gannon, for sixteen years connected with the Royal Baking Powder Co., has resigned and organized an advertising agency in New York, under the name of J. W. Gannon, Inc., of which he is the president and general manager.

Mr. Gannon started in 1899 with

N. W. Ayer & Son. Within a year he became a solicitor for the company and was its New York State Representative in 1903, when he was invited to join the Royal Baking Powder Co., which he has since served, first as assistant advertising manager and later as acting head of the advertising department.

Mr. Gannon contributed his services to the U. S. Treasury Department during the Fourth and Fifth Liberty Loan Campaigns and originated and planned the celebrated Avenue of the Allies on Fifth Avenue New York, the daily national celebrations at the Altar of Liberty, the Outdoor Studio in front of the New York Public Library, and a number of other notable features during the Fourth Loan.

Associated with Mr. Gannon as vice-president and treasurer is Shirley N. Carr, for several years a member of the New York Bar. Mr. Carr is a graduate of Princeton, 1903. During the war, he volunteered for service in the Quartermaster Department and assisted in organizing the Production and Inspection Branch of the Hardware and Metals Division. He was commissioned Captain Q. M. C. in August, 1918, and made Assistant Chief of the Branch which was later attached to the General Supplies Division, the largest procurement division in the army.

Packers Accused by Trade Commission

That the "Big Five" packers have invaded the wholesale grocery business and are trying to dominate the food business is the charge made by the Federal Trade Commission in a recent report.

"The publicly most significant direction in which the five larger meat packers' outside activities are reaching," the report says, "is indicated by their entry into that group of unrelated lines which they found to be in competition with packing-house products. And of these unrelated lines, the public's first concern is with respect to the substitutes for meat and other food products of the slaughtered animal.

"These packers have entered the wholesale grocery trade, and in practically all the more important centers of distribution they bid fair to dominate a field which a few years ago was almost exclusively occupied by the independent provision jobber and wholesale grocer.

"The commission's investigation of the meat industry and of perishable canned and packed foods has developed that the large packers are rapidly securing a strong position in the production of many, and in the distribution of nearly all kinds of foodstuffs. This expanding movement is at present perhaps more in the direction of the manufacturer of food specialties. It has already gone far in the distribution of most foods. The numerous branch and sales houses of the five large packers located at every vantage point of consumption and distribution throughout the country, are no longer used for the exclusive sale and distribution of meats and by-products for which they were originally established."

Showing the Retailer How to Branch Out

Marshall Field & Co. Make Up "Gift Shop" Assortment for Furniture Stores, with Complete Directions for Advertising, Displaying and Selling.

By C. M. Harrison

MANUFACTURERS in their advertising to retail stores are proceeding these days pretty much upon the principle that there should be no arbitrary limits placed upon the retailer's stock. The new idea is that he should have in his store anything his customers are willing to buy from him.

Like many other good advertising ideas, this branching out proposition is being overworked by some. Side lines have become so attractive to retailers that stores have lost their identity. If a drug store, for example, takes on such a diversity of specialties and novelties that attention is detracted from the main line, then damage is done. A drug store must remain pre-eminently and prominently a drug store. The same thing is true in the case of the grocer, the furniture man, the hardware man or any other retailer.

The manufacturer or jobber can do a great thing for his customers and for himself by giving careful study to this branching out matter and thus be in position to give help that is constructive and profitable. The ideal side line is one that can pay a direct profit in itself and at the same time bring more business to the store in general. Unless the side line can help the rest of the store as well as pay its own way then it had better be let alone.

An example of constructive and profitable branching out is seen in the installation of variety goods departments or counters in general stores. It has been demonstrated that the clever advertising methods used by Woolworth, Kresge and the large independent variety stores can be adapted even to small departments selling this class of goods. As a result the department brings more people to the store and actually makes every other department more profitable while paying a profit itself. This is the principle upon

which the dry goods and department stores operate their bargain basements. The basements are effective advertisements in drawing people in and creating a price atmosphere for the store in general which is reflected in increased sales.

Manufacturers and others seeking to broaden their outlet have had to fight down the strongest kind of prejudice as to branching out. Retailers are characteristically inclined to erect barriers beyond which they do not like to go. This was true even in the case of the five and ten cent retailer. He thought so well of the advertising prestige that had been gained through effective five and ten cent goods that it took the strongest kind of argument and the direst necessity to cause him to take on higher priced allied goods. When he did take them on, however, he found to his surprise that he was still running a variety store—a five and ten cent store if you please—and selling more merchandise and making more money than ever before.

CONVERTING A FAMOUS REACTIONARY

The retail furniture dealer has long been rock-ribbed conservative in the matter of departing from the conventional lines. In the smaller towns the furniture retailer usually is the undertaker. In this way he has a semblance of all the year round business, although furniture in itself is strictly a seasonable proposition. Under these conditions the furniture retailer has surrounded himself with what almost might be called ethical limitations. In many cases he regards it as much of an impropriety to take on allied side lines as a doctor would feel in carrying a stock of crutches, invalid chairs and artificial arms and legs.

But, thanks to good merchandising and advertising methods as

(Continued on page 45)

The Power Plant is the throbbing heart of American Industries



**POWER'S Net Paid
Circulation is
Now Over 32,000**

This is an increase of nearly 10,000 in one year. In this time 42% more plants have been reached.

The great need of increased production, the acute fuel situation, the high cost of labor and supplies, all make power plant economy more vital than ever.

New POWER Rates Effective Nov. 15, 1919

Power is giving its advertisers today:

- (1) The highest quality readers in the field of power generation.
- (2) The biggest net paid circulation by over 50%.
- (3) The lowest rate per thousand.

This will still be true after the new rates are effective.

Circulation Analysis on Request.

POWER

Tenth Ave. at 36th St.,
NEW YORK

One of the Eleven McGraw-Hill Publications



Advertising Black Furs

HE had a wonderful collection of black lynx pelts. They were very soft, lustrous and intensely black.

He had made many attempts to have these furs pictured, just as they looked, in his catalog. But something was always lacking in the illustrations. Then his printer suggested that he print his catalog on Warren's Cameo.



Printing Papers
C

BETTER PAPER - - BETTER PRINTING

Cameo's dull surface furnished the softness that other papers failed to give. And its ability to hold all the color of the printing ink resulted in the furs being shown in their true, brilliant black. The illustrations actually looked like miniature skins laid upon the paper.

It is because Cameo can do such things as this that it has won the reputation of being like no other printing paper. Cameo is one of the dozen Warren Standard Printing Papers which include enough different grades to permit printers and buyers of printing to select just the right paper for the job.

S. D. WARREN COMPANY
BOSTON MASS.



Printing Papers

BETTER PAPER - - BETTER PRINTING



Like
fans that
constantly stir
coals into flame
Maxwell painted
bulletins with in-
sistent emphasis
keep the advertising
of any business
"everlastingly
at it"

The R.C. Maxwell Co. Trenton N.J.

practiced by leading firms, the furniture man is getting away from this semi-ethical standard. He is branching out and is thus elevating his business from the feast or famine basis. He is making his stock something that will be drawn upon every day instead of mainly in the spring and fall as is the case with the strictly one line furniture store.

The wholesale house of Marshall Field & Co. in Chicago, after devoting much study to the furniture man's selling problems decided he could appropriately and profitably sell gift goods. Accordingly, it got up an assortment of gift merchandise which it calls the Kenilworth Gift Shop. The assortment is made up of a general line of novelties and fancy goods—vases, ornamental candle sticks, lamp shades, picture frames, mirrors, dressing table accessories, clocks, smoking sets and so on. There is no particular reason from a standpoint of propriety why these goods should or should not be sold in a furniture store. But the fact remains that the furniture store can sell them. It can do so better than the drug store because so many of the items in the Kenilworth Gift Shop are along the general line of house furnishings.

MARSHALL FIELD AN EXAMPLE TO FURNITURE MEN

This proposition is interesting at least from two standpoints. It affords a solid merchandising basis upon which the furniture store can safely and profitably branch out. Also it is another indication of the widespread branching out process that has been worked by Marshall Field & Co. If Field would be guided by tradition it would keep away from the furniture man and devote its attention to the drygoods and department store. But the Field firm evidently believes in following out in its wholesale branch the same principle that made its retail store the greatest in the world, namely: selling the widest possible range of goods to the greatest possible number of buyers.

When inducing a retailer to take on a side line that is foreign to him much more must be done than merely sell him the merchandise. He must be shown how to advertise

it, how to display it and how to sell it. The whole proposition must be thought through from the selection of the merchandise to the delivery of it to the store's customers. This Kenilworth Gift Shop assortment of Field's is a concrete retail merchandising proposition in which no element of the retailer's selling problems has been overlooked.

With the expert assortment of goods which the average furniture retailer would be in no wise competent to select for himself, goes an outfit of fixtures which will give the merchandise proper display and a clean-cut identity all of its own. The fixtures consist of some special shelving and display tables on which the goods can be placed so as to produce the general effect of a gift shop. Hence the name of the assortment. The purchaser is given a photograph showing how the goods should be placed in position on these fixtures to gain the greatest possible benefit in a display way.

Extensive advertising facilities form a part of the plan. The retailer is supplied with direct advertising matter and also given specific assistance in preparing newspaper advertisements calling attention to the gift goods.

Provision is made whereby the assortment can be kept complete through sending in a series of small orders as new goods may be required. Thus the necessity of carrying a reserve stock is obviated and the retailer gets the superior profits that come from multiplied turnover on a nominal initial investment.

The goods are all of a high class type that are calculated to give distinctiveness to the department and thus supply superior advertising for the store in general as well as bring in direct profits. It can properly and profitably reach out still further and take in a general line of gift goods, including even playthings.

The selling appeal of gift goods is universal regardless of the type of store in which they are sold. The furniture store can be just as much the town's headquarters for gift goods as is the drug store or any other type of store. It may seem rather a far fetched proposition to see a complete line of playthings ranging all the way from a twenty-

five cent doll up to expensive wheel goods sold in the hardware store. Yet this is what is done in more hardware stores than one. A notable instance is in the store of the Rechlin Hardware Co., Bay City Mich. Rechlin every Christmas handles the main toy assortment of the town, taking in all lines. The people visit the store to buy the toys and then while they are there buy of the other gift goods that the hardware store affords. Thus the side lines act as the feeders for the main lines—an important little principle of merchandising that should be impressed upon every retailer.

This idea of making up an expert assortment of merchandise and selling it complete with the necessary display fixtures and advertising matter is strong because it relieves the retailer of so much thought, effort and work. He does not need even to bother about selecting the goods. This is done for him by experts who are supposed to know what sells best in a retail store. The selection must be made carefully because upon the initial progress of the proposition depends whether the retailer will regard it as resultful enough to continue. Manifestly the right kind of merchandise cannot be selected and the advertising properly got up unless the work is done by somebody who is familiar with the retailer and his selling problems.

BUTLER 'BROTHERS' SIMILAR PLAN

A similar plan has for a considerable time been used by Butler Brothers in the introduction of variety goods assortments into various stores. Expert assortments of variety merchandise ranging in retail price from five cents up to fifty cents are made. These are of various sizes up to \$500 or more.

Special assortments are made up for the furniture man, the hardware man, the grocer and the general merchant.

The advertising matter which outlines the proposition to the retailer illustrates the merchandise as shown upon shelves and tables just as it would appear in an ideal department of the store devoted to that purpose. The fixtures necessary to produce such an effect are

described in detail. The retailer is shown how he can utilize fixtures he already may have or how he can construct necessary fixtures at small cost. If he so desires the firm will sell him the fixtures. In most cases the fixtures are not ordered with the assortments, thus showing that the retailer does not like to have any arbitrary investment of this kind thrust upon him. Butler supplies model window trims for showing the goods, together with detailed directions for making them—also handbills, window cards, price tickets and all necessary directions for getting started with the new department.

All this is an interesting example of the good results that can come to a firm when the merchandising, sales and advertising departments pull together with the proper degree of teamwork.

It is an absolute fact that many a retailer buys goods because they are picked out for him and because they are accompanied by a definite selling and display plan. A retailer often is perplexed as to the individual items of merchandise he ought to feature as well as over the trimming of his windows and the getting up of his advertising.

Select the merchandise for him, show him in a detailed elementary way how to display it in his store, show it in his window, advertise it and sell it. Then you have a forceful selling argument that will be hard to resist.

This is particularly true in the case of goods outside a store's regular line—or the side lines of which we have been speaking. If a manufacturer wants a retailer to branch out, the best possible argument he can use is to think through the entire proposition from the selection of the merchandise to the dropping of the money in the retailer's cash register—a complete selling plan in other words and the merchandise with which to execute it.

Advertising Along National Highways

C. R. Campbell, recently of the Chicago branch of N. W. Ayer & Son, has organized the National Highway Advertising Company to make contracts for advertising for the National Highway Marker Association of Fort Dodge, Iowa. His headquarters will be in Chicago.

The Work of Direct Advertising in a Complete Campaign

At Every Step There Is An Opportunity for Printed Salesmanship

By Gail Murphy

IT is all very well to sell goods and make money but there are other important things that your advertising can do for you and these policies and aims should be determined and charted before you try to map out the actual details of the campaign. The first thing to do in preparing an advertising plan is to find out where you are aiming.

When this is done, you pre-insure the success of your advertising, providing of course your product is right and meets a public need or desire.

Many concerns desiring to achieve national consciousness in a big way will go out and invest their entire profits for the first year or two of advertising in this good will building.

They look at this, not as an expense, but as investment which they can capitalize in their business later on.

Now the other things that should be considered in an advertising or marketing plan after determining the policies and aims are: the product; the salesmen; the jobber; the retailer; the consumer.

Direct advertising has its use in every case where these divisions have work to perform.

Under product there is the necessary consideration of such things as the guarantee, the instruction book, the supplementary literature, which the consumer receives with your product.

The message delivered to the man who has gone to the retailer and parted with some of his hard-earned cash for a certain product is one of the purest forms of direct advertising.

Here is your chance to make your customer well sold—to make him glad he bought.

An address before the Cleveland Convention, Direct Mail Advertising Association.

There are many ways of doing this. One method, used by some of the best candy manufacturers, is to enclose in your package a circular containing an institutional talk, telling the careful workmanship, the excellent materials, etc., that are used in making your product. The manufacturer who makes a good product and neglects to deliver this sort of a message to the buyer, is overlooking one of the greatest opportunities for mouth-to-mouth advertising.

Under the next division, salesmen, we consider ways and means of getting salesmen to co-operate with the advertising.

Remember one of the cylinders of your marketing engine depends upon salesmanship and your advertising will not be hitting on all fours unless you have the full and enthusiastic co-operation of your salesmen.

Direct advertising plays a very important part in getting your salesmen to co-operate. Every house should issue bulletins to its salesmen.

BIG COMPANIES' IMPORTANT SALES BULLETINS

Many concerns issue mimeographed salesmen's bulletins, containing reports of the men's standing, news about the current advertising, and contest data.

Others, like the "Burroughs Sales Bulletin" and the "N C R." are more elaborate. This is usually determined by the number of salesmen. Even if you have only five or six salesmen and send them a typewritten semi-monthly bulletin you should do at least this much to tie them closer to the house and its policies.

The third part of the plan is the jobber and here is where direct advertising comes into its own.

The jobbers themselves should

not be forgotten in your advertising campaign. A four-page letter reproducing the current national advertisements is a very effective way to get their interest and co-operation.

And now we come to what I consider the most important function of direct advertising—that of reaching the retailer.

In order to appreciate the importance of this, stop a minute and think what you wish to accomplish through the medium of magazine or newspaper advertising. Isn't its greatest aim to make the public favorable to your brand, to achieve consumer acceptance?

Once you have achieved this you know how vitally important it is that the dealer should do his share by stocking your goods, giving proper display in his store windows, and telling the public that they can secure your merchandise at his store.

DIRECT CAMPAIGN IMPORTANT SPOKE IN NATIONAL ADVERTISING

The force of your national advertising helps a great deal in securing dealer co-operation—but you must impress strongly on the dealer to the extent and character of this national advertising. He must be shown how he can best tie up with it, how he can harness it to his business.

For instance, every manufacturer should send proofs of his magazine advertising to the trade in advance of the appearance in the magazines.

This helps the advertising to pay as it goes. Many an advertiser will sell his entire output for six months to the dealers before the advertising space has appeared in the publication.

If your advertising plan does not devote a sufficient appropriation to this education of the dealer, you are not getting what you should out of your advertising.

The trade papers are one important way to get this story across to the dealer and should be used.

But another very vital and important method is direct advertising. You have a large choice of the forms that this direct advertising shall take.

There is the dealer broadside, outlining and illustrating in an impressive way the full details of your campaign. There is the four-page letter which I mentioned under jobber. There is the house-organ for dealers.

Another important way of getting the co-operation of the retailers is by what is called a "service book"—containing illustrations of all the dealer helps, proofs of newspaper ads for the dealer to run.

The first thing to consider under consumer division is the underlying theme—the dominant keynote that will be a part of every message the public reads about the merchandise.

One great value of a plan lies in getting this thoroughly analyzed and determined so that every part of the campaign will be a part of a harmonious whole.

USEFUL, ALSO, IN INSTITUTIONAL ADVERTISING

There are two kinds of consumer advertising employed generally. One is publicity or institutional advertising, the other is selling advertising.

Direct mail methods can be used in both schools.

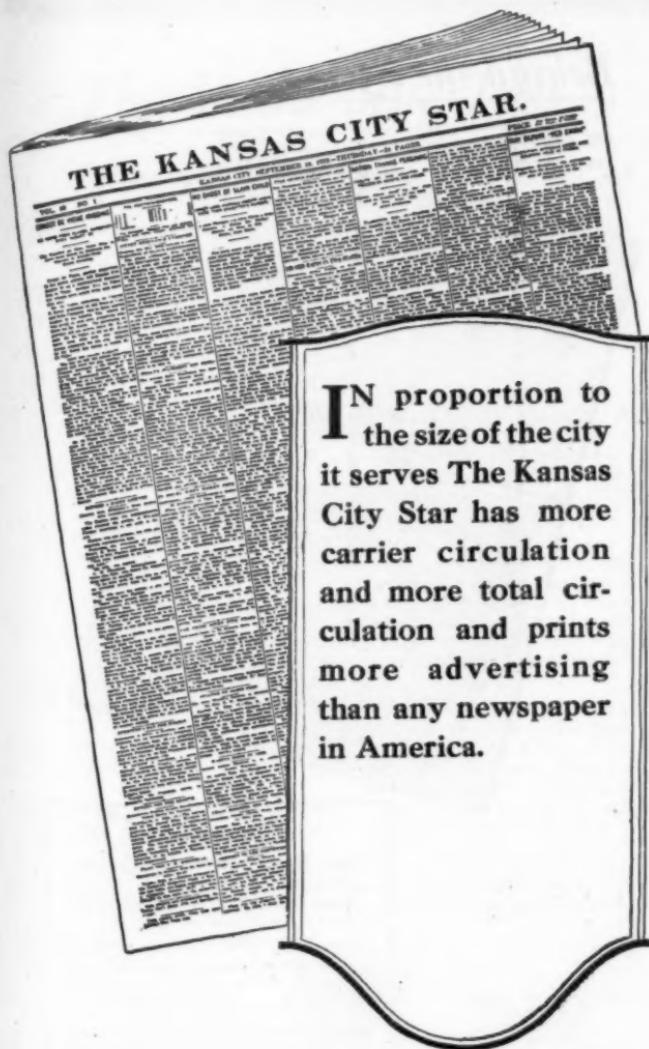
Institutional advertising of the right sort is educational and interesting. If well executed, it whets the reader's appetite for more information. It is not always possible to put this in the magazine advertising because of limited space.

Therefore you need a booklet telling the complete story, to send out to inquiries.

If it is a catalogue then it should be carried out in tune with the national advertising. It should "belong," from the standpoint of copy, appeal, of art treatment and even of phraseology.

It is in the preparation of the letter that the greatest skill can be shown. Make it human, cordial—"put yourself within the envelope and seal the flap."

In advertising for mail-orders, the direct mail advertising often is the thing that determines the effectiveness of the advertising campaign.



THE KANSAS CITY STAR

MORNING

210,000

EVENING

210,000

SUNDAY

210,000

Behind the Scenes

(of some past
successes)



these results

Upper Map: 8,000 inquiries from interested dealers, received after six mailings. (Often a dozen from one locality indicated by tack.)

Lower Map: 3,000 inquiries received after second mailing for a different client. (Often a dozen from one locality indicated by tack.)

Insert: One day's mail from a Service Corporation mailing, 780 inquiries.

The SERVICE CORPORATION
AUTOMOTIVE SALES DEVELOPMENT

The Vaudeville Test

THE test of a stage performance is the number and noisiness of the encores. The test of sales development performance is the comment of clients. If The Service Corporation had no encores to show for its past efforts, the inference would be obvious and the outlook dubious! We offer to executives in the automotive field a few suggestive

Encores:

"The record fiscal year for the is just closing, and I deem it both my duty and privilege to thank you and your organization for the splendid aid and assistance you have given us Your company's connection with us has been to my mind one of the largest single factors underlying our success."

"I don't know of any similar undertaking that could possibly have been more ably handled. I consider service such as yours of inestimable value to any automobile factory seeking to enlarge its dealer body."

"The fund of dealer information they have available is truly

marvelous. Their assistance in developing and building up a dealer organization is of such a nature as to be practically unobtainable through any other source or concern!"

"We have added twenty-one per cent of new dealers to our previous list, as a direct result of this effort, and have many hundreds of inquiries not yet followed through to a conclusion."

"Your preliminary and exhaustive reports on our dealers, both old and new, have been of inestimable value to us. We have saved thousands of dollars in traveling expenses alone through having advance information."

On request, we can tell you who these "encorists" are. We would rather tell you, however, about our own sales-development service and the splendid way it will meet your Distribution needs for 1920.

Your request for further knowledge as to how our service may



apply to your present problems will not obligate you in any way.

^ T R O Y ^ ■ D E T R O I T
N E W Y O R K ■ M I C H I G A N

There are two elements in every mail-order campaign as a rule. These are: Cost of inquiry; and Cost to close.

The cost of inquiry depends upon the medium used, the copy and the size of space. You can determine this by tests.

The cost to close depends upon the skill shown in handling the inquiry. Many mail-order houses value their inquiries as high as \$5 each because of the high percentage sold. Some houses, selling higher priced commodities value them even higher. In considering cost to close you must determine the frequency and kind of follow-up to be used.

There are other important uses for direct mail work to consumers—such for instance as mailings to selected lists of names furnished by dealers, inserts enclosed with monthly statements, consumer house-organs, such as the "Packard," the "Ford Owner," etc. It is important to keep in the good graces of the man who has bought your goods, and for that reason an owner's house-organ is a very valuable feature.

These, then, as I see it, are the places to use direct advertising in a well-planned advertising campaign. They are the parts of the plan which help to produce a smooth-working whole.

Advertising Christmas Gifts Now

CHIRSTMAS shopping is to begin early this year, if advertisers have their way, without any urge from the Government at Washington. During the war there was the shortage of clerks and delivery men that was advanced as one of the reasons for forehandedness in purchasing Christmas gifts. Now, however, there remains only the very good reason of not putting off until the night before Christmas that which can be done in greater comfort and with a greater assortment to choose from, several weeks in advance of the event.

Shop keepers are going on the assumption that the public has been educated to realize the advantages of early buying and are, of their own accord, spreading the holiday purchasing season over a two-month period.

In October, late in the month, Chicago stores were displaying Christmas goods in their windows and suggesting immediate purchase. McCutcheon's linen store in New York advertised Christmas handkerchiefs and took occasion to "strongly advise" patrons to "place their orders now for Holiday Handkerchiefs, Table Linens and Bed Linens to be embroidered with monograms, initials or crests."

Toy advertising, naturally, also comes in for early announcement. On November 1, the department stores of Kaufmann in Pittsburgh and Stix, Baer & Fuller in St. Louis both had formal opening of their doll stores. "We are opening our Christmas Toy Store earlier than ever this year," read the newspaper advertisement of the Pittsburgh store, "for the convenience of those who know the advantage of fresh stocks and unlimited assortments and who know that it will be impossible to duplicate many of the most ingenious toys later in the season."

Stix, Baer & Fuller advertise dolls from France, Italy and Japan, as well as the United States, and stuffed animals of American, French and English make.

The stores specially mentioned above are only examples of the retailers from practically every section of the country who are endeavoring to spread out the Christmas gift-buying season, for the comfort and benefit of their employees and patrons.

Canadian Dairymen Will Advertise

The National Dairy Council of Canada, representing the various organizations of producers and distributors of milk and dairy products throughout the Dominion of Canada, has planned an advertising campaign which would encourage an increased use of milk and its products as food. At a recent meeting held in Ottawa, it was decided to raise a campaign fund of \$75,000 for this purpose.

THE DENVER TIMES

There Are Circulations— And Circulations

All is not gold that glitters, not even in Colorado

Advertisers there are fast learning that bulk circulation in itself is not the principal requisite in successful advertising

But rather that the first essential to advertising success lies in finding a receptive and responsive audience—in other words, a circulation with buying ability.

If you would reach the high grade, intelligent, financially able people of Denver and the Mountain States use the columns of Denver's fastest growing evening paper,

The Denver Times

*Largest Evening Circulation in the
Better Class Homes of Denver.*

Verree & Conklin, Foreign Representatives, Brunswick Building, New York; Steger Building, Chicago; Free Press Building, Detroit.

The Shaffer Group

Rocky Mountain News Denver Times

Indianapolis Star Muncie Star Terre Haute Star
Chicago Evening Post Louisville Herald

THE DENVER TIMES



The World's Strongest

Displayed high upon the roof in one of Pittsburgh's busiest thoroughfares—reaching all Pittsburgh and its steady stream of visitors from surrounding territory.

The three Wrigley Packages — Spearmint, Doublemint and Juicy Fruit, flash alternately in natural colors, while the typical Wrigley figure goes thro its customary calisthenics.



argest Electric Sign

There are other "High-Spots" in Pittsburgh that dominate crowded thoroughfares in the center of the city. Wonderful locations for Spectacular or Illuminated Signs De Luxe or Plain Painted Bulletins.

For all necessary information and for complete details and suggestions, address G. G. O'BRIEN CO., Pittsburgh, Pa.—or ask the man who sells you outdoor advertising.

Building Contractors!

This is a busy period for you, but surely you are interested in contracts that call for an expenditure of \$15,000,000.00 (fifteen million dollars) in one year.

That is the amount called for by the building plans of the Y.M.C.A. in America in the next year.

This is not all spent in one city, but in numerous cities and towns throughout the United States. Consequently, contractors anywhere in the U. S. can figure.

If you are interested in knowing how to get in touch with the men who have the letting of these contracts, address "Association Men," the official magazine of the Y. M. C. A.

Our service to advertisers insures unusual results. Ask about it.

347 Madison Avenue
New York City
New York

Western Office
19 S. LaSalle Street
Chicago

Montgomery Ward & Co. Acquired by United Retail Stores Corporation

Huge Organization which Sells Direct to Consumer Will Control World's Second Largest Mail-order House

THE world's second largest mail-order house, Montgomery Ward & Company, Inc., Chicago, will be under the control of the world's largest retail chain store system, the United Retail Stores Corporation, New York, when the present plans of the reorganization of the Montgomery Ward Company, Inc., have been effected.

The information that these two organizations, diametrically opposed in the theory of the conduct of retail business, will be operated under one organization, comes from George J. Whelan, head of the United Retail Stores Corporation in these words:

"Arrangements have been made looking to the reorganization of Montgomery Ward & Co., Inc., under the new corporation law of Illinois. In connection with this reorganization plan 1,000,000 shares of no par value stock of the new corporation are to be issued and sold for cash, thus providing abundant new working capital.

A contract has been entered into whereby 850,000 of these shares of common stock will be acquired by George J. Whelan on behalf of the United Retail Stores Corporation and by other strong financial interests associated with him. In due course rights to acquire a substantial interest in the stock of a holding company formed to acquire these shares will be accorded the stockholders of the United Retail Stores Corporation, which in accordance with its announced policy will itself retain a substantial interest in the holding company.

"One hundred and fifty thousand shares of the new Montgomery Ward & Co., of Illinois have been reserved for sale to officers, directors and employees active in its management and direction. Robert J. Thorne and his associates will

continue as directors and managers."

Montgomery Ward & Co., with some five million customers now on their list, and with their present business extending into every state of the Union, into Canada, and other parts of the world was the first organization to engage extensively in catalogue and mail-order business. It was established in Chicago in 1872 by A. Montgomery Ward and George R. Thorne, and conducted by them as a general partnership until June, 1888, when the business was incorporated with a capital of \$500,000, as an Illinois corporation. On January 27, 1913, it was organized under the laws of New York as Montgomery Ward & Co., Inc.

THE WARD BUSINESS

The company now owns real estate and a large warehouse thereon in Chicago. The building and the land on which it stands has been appraised at \$5,899,000. It contains about sixty-five acres of floor space. The Kansas City branch house established in 1905 is one of several branch houses of the organization. Other branch houses are located at Portland, Oregon, and Fort Worth, Texas. The company owns and operates numerous factories. It is manufacturing its own farm implements, vehicles, harness, gas engines, cream separators, paints, food products and other lines, carrying an investment in factories exclusively owned by the company of more than \$3,000,000.

A comparison of the sales and earnings of Montgomery Ward & Co. for the four years, 1915-1918 shows a steady increase in sales and in profits.

In 1915, the sales amounted to \$49,308,587; in 1916, to \$62,044,336; in 1917, sales increased to \$73,512,645; and the sales reported for 1918, \$76,166,848 show an increase over 1917.

The profits, as reported by the organization, are: 1915: \$2,472,658; 1916: \$4,550,791; 1917: \$5,419,688; 1918: \$6,390,181.

The net profits of the organization for 1918, after the deduction of \$2,000,000 for war taxes were equivalent to \$12.87 a share on 300,000 shares of capital stock and in 1917 to \$12.60 a share.

The organization which now takes over the management of Ward & Co., the United Retail Stores Corporation, was organized in Delaware, with an authorized capital stock of 100,000 shares of 8 per cent cumulative preferred stock of \$100 par value, and 1,160,000 shares of common stock with no par value. On June 10, 1919, this corporation acquired all of the issued shares with a par value of \$100 and common stock of the United Cigar Stores Company of America, thus making that organization a branch of the United Retail Stores Corporation, although the United Cigar Stores Company still maintains its trademarks and its organization.

The United Retail Stores Corporation was also behind plans to carry American products into every corner of the globe, and was responsible for the organization on February 19, 1919, of Tobacco Products Export Corporation, formed under the laws of New York, and for the purpose of taking over all the foreign business of the Tobacco Products Corporation. This company has taken over the Tobacco Products factory in Canada, England and Cairo, and intends to establish factories in China, Australia and India.

The United Retail Candy Company was later formed as an adjunct to the United Retail Stores Corporation, for the purpose of handling the candy business which the corporation is engaged in.

The A. T. Securities Corporation, was formed by the Whelan and Duke interests and organized in Delaware on October 3, 1919, with an authorized capitalization of 3,000,000 shares of no par value for the purpose of acquiring the outstanding common stock of the American Tobacco Company. By

acquiring the American Tobacco Company the new concern has obtained the right to manufacture and market products that the former concern manufactured exclusively.

It is believed that the next step toward the completion of this already gigantic commercial undertaking will be the formation of the International Trade-Mark Corporation, the organization of which has been postponed for some time. It is understood that it is planned to combine this concern with the A. T. Securities Corporation.

Kansas Jury Can't Decide in "Meadow Gold" Case

The jury in the case of C. H. Haskell, manager of the Beatrice Creamery Co. of Topeka, Kans., who was charged with violating the anti-trust law, reported that it was unable to agree and was discharged. The complaint against Haskell was filed by the manager of the Grand Union Tea Co., of Topeka, which declared that he refused to sell to it his Meadow Gold Butter. The Tea Company was using the butter as a leader. It was admitted by the defense that Mr. Haskell told the Grand Union Tea Co. that unless it would agree to maintain a three-cent margin on butter no more butter would be sold it. The Creamery Co. took this action on the advice of its attorney who based his advice on the decision in the Colgate case.

Crossing the Path of the Trade Commission

The Federal Trade Commission has issued complaints against the Van Camp Packing Co., and the Van Camp Products Co., of Indianapolis, accusing them of guaranteeing and assuring jobbers in the wholesale grocery trade against a decline in prices. The Commission charges that the companies have compensated jobbers by paying rebates equal to the difference between the prices the jobbers paid for their stocks and the subsequent market prices following a decline. The Van Camp Products Co. is the selling company of the packing concerns.

Newspaper Ad Managers to Meet

The National Association of Newspaper Advertising Managers will hold a convention at the Congress Hotel, Chicago, November 10 and 11.

A. W. Parry Represents "Rotarian"

A. W. Parry, for the last nine months representing *Advertising & Selling* in Chicago, is now representing *The Rotarian* in that city.

Fake Advertising Destroys Confidence in Direct Mail Effort

Direct Mail Advertising Confronted with Greatest Danger in its History

By Carl Hunt

Director Extension Division, A. A. C. of W.

FAKE advertisers, driven from legitimate newspapers and other reputable publications, are turning more and more to the use of printed matter, or direct mail advertising. If those who use, or those who sell, printed matter and services in connection with direct mail advertising desire to see the business grow, they will have to look sharply to its protection.

Printed matter employed in advertising is of use to the advertiser only in proportion to the service which the information it embraces renders to the "prospect" to whom you are advertising.

If it embraces truthful statements of value to the recipient, then it is good advertising, and it is good for you and for the advertiser.

But if it does not contain information of value to the average recipient, or to a certain percentage of those who receive it, then it is bad for the advertiser, and it is to the detriment of the printing business that it was ever produced.

Now, a piece of printed matter that does not tell the truth cannot possibly be useful to the person who receives it. It cannot be good for the advertiser. It cannot be good for the printer.

Moreover, every time such a piece of printed matter is sent out, that hurts the chances of all printed matter to be read and to be believed.

The waste basket of the man or woman who has often been deceived through following the advice of deceptive printed matter is a waste basket that yawns wide for other direct-mail advertising matter.

The advertiser who pays for such matter hurts himself, and he hurts you.

Those who are in the printing

Address before Cleveland Convention,
Direct Mail Advertising Association

business have two chief opportunities to increase the amount of printed matter they sell.

First, as to general printing—letterheads, inter-communication, bill heads and a hundred and one other things—business will grow as all business grows, and as individual firms get larger, for the larger the firm, the greater the variety, as well as the quantity, of such printed matter.

Second, there is another, and a greater, opportunity, and that is through the larger use of printed matter in connection with sales promotion work.

In this direction, the printers' field is limited only by the value of printed matter to his customers and its value to them depends upon its value to the people to whom they send it.

A CENSORSHIP OF ADVERTISING PRINTED MATTER

If printers render a real advertising service, and if they stand firmly against the abuse of direct-mail advertising by those who have not learned that truth is essential to permanent success, then their business in this line can get about as big as they want it to get. The sky is the limit.

I have seen evidence of the fact that some advertisers begin to feel that printed matter does not have as good a reputation as it should.

I saw a circular, a few days ago, from the office of a New York man who is selling books by mail. It was a reprint from an advertisement in a high grade newspaper—a newspaper that has always censored its advertising.

I asked him why he carried the name of the newspaper at the top. I knew what he would say, but I asked him. He told me he wanted

the prestige of that newspaper behind that piece of printed matter, because that identified the proposition and would make people recognize that it was a legitimate thing he was offering.

He had tried circulars with and without the name of a publication at the top, and those with the name pulled better.

Yet I predict that the time will come when you will all be so much interested in the truthfulness of direct-mail advertising, and this type of advertising will be so well protected, that he will not need the name of a publication on his circulars to make them pull.

We are right now confronted by the greatest danger in the history of direct-mail advertising.

Advertising swindlers are being driven from the columns of reputable publications. The field for crooked operations is getting narrower every month, so far as space in mediums is concerned.

These fellows are turning to direct-mail advertising.

Many printers and service men are awake to the dangers of the situation, and we have evidences of splendid co-operation from advertisers.

Our National Vigilance Committee has records of cases where printers have declined to serve advertisers who were bent upon the destruction of public confidence.

Only last week, we had a report of the Better Business Bureau of Kansas City that several of the better printing houses were interesting themselves in the protection of their own business by asking the Bureau for information concerning oil stock companies that were asking to have matter printed. That is fine. Nobody wants to deal with a crook anyhow, for as a rule, he will get you, too, after you have been a party to helping him get the other fellow.

We have lately seen other evidences of co-operation on this line. We need more. There is great room for improvement.

Geo. M. Kohn Devotes Time to Southern List

Geo. M. Kohn, Atlanta, has resigned as southern manager for Cone, Lorenzen & Woodman, foreign representatives, effective November 1. Mr. Kohn has looked after the interests in the South of the Cone, Lorenzen & Woodman list ever since the organization of that company. Mr. Kohn has stated that his firm of Geo. M. Kohn, Inc., had grown to such an extent that he was compelled to give up all other interests in order to handle properly, his own list of southern papers.

& Woodman, foreign representatives, effective November 1, Mr. Kohn has looked after the interests in the South of the Cone, Lorenzen & Woodman list ever since the organization of that company. Mr. Kohn has stated that his firm of Geo. M. Kohn, Inc., had grown to such an extent that he was compelled to give up all other interests in order to handle properly, his own list of southern papers.

Five New Accounts for Betting-Thompson Agency

The advertising account of Farwell, Ozmun, Kirk & Co., makers of "Gilt Edge" paints, has been put in the hands of Betting-Thompson, Incorporated, advertising agency, St. Paul, Minn. An advertising campaign, in which farm papers will be employed, has been undertaken for this account. This agency has also obtained the advertising account of Henry Sears & Sons, Silverware, distributed by Farwell, Ozmun, Kirk & Co., St. Paul, for which account farm publications are being used; Foley Bros. Grocery Company, St. Paul, for which account St. Paul newspapers are being used, and newspapers of other northwestern cities and towns will be used; the Lawrence Mfg. Co., maker of kitchen appliances, for which account advertising has been placed in women's publications; and the Old Style Chemical Company, St. Paul, for which account Northwestern farm publications will be employed.

New Accounts of F. A. Gray Agency

The advertising account of the Kansas City Auto & Tractor School, a corporation recently formed by Clyde H. Smith, Kansas City, Mo., has been put in the hands of the F. A. Gray Advertising Co., Incorporated, Kansas City, Mo. A campaign in which rural and farm publications will be employed, will be undertaken. This agency has also obtained the accounts of the George B. Miller Manufacturing Co., Waterloo, Ia., the Phillips Drag Saw & Manufacturing Co., Kansas City, Mo., Carey Salt Company, Hutchinson, Kansas, Simplex Straw Spreader, Kansas City, Mo., and Milkline Mfg. Company, Kansas City, Mo.

E. N. Chalfant Is Eastern Manager of "Hearst's"

Edward N. Chalfant, who was the New England manager of *System*, Chicago, and who was recently national advertising solicitor for the *New York American*, has been made eastern advertising manager of *Hearst's Magazine*, New York.

Miss Lowden on "Modern Hospital" Staff

Miss Grace Lowden, formerly of the Woodwards, Inc. agency, Chicago, is now associated with *Modern Hospital* in that city as a copy writer.

NATIONAL OUTDOOR ADVERTISING BUREAU

THE NATIONAL OUT-DOOR ADVERTISING BUREAU furnishes the accurate information and the complete facilities necessary for the proper understanding, placing and handling of Outdoor Advertising.

It is the purpose of this organization to co-operate with the national advertiser through his own advertising agency to the end that the best possible use may be made of outdoor advertising in co-operation with all other advertising mediums.

We place outdoor advertising (posters and painted displays) in every city and town throughout the United States. Our services in the consideration of plans and in the preparation of estimates and specifications are rendered without additional cost to the advertiser.

NATIONAL OUTDOOR ADVERTISING BUREAU

These advertisers are using the services and facilities of the NATIONAL OUTDOOR ADVERTISING BUREAU:

Standard Oil Company of New York
Standard Oil Company of New Jersey
Standard Oil Company of Louisiana
Continental Oil Company
Swift & Company
Sherwin-Williams Company, The
California Packing Corp., (Del Monte)
Clicquot Club Company (Ginger Ale)
Cudahy Packing Company
Morris & Company
Sonora Phonograph Sales Company, Inc.
American Lead Pencil Co. (Venus Pencils)
Roach-Reid Company, The (Ediphone)
Childs Company
Patent Cereals Company (Sunny-corn)
French Lick Springs Hotel Company (Pluto Water)
Winchester Repeating Arms Company
Tide Water Oil Company (Veedol)
Hotel Statler Co., Inc.
Fairbanks Company, The (Scales and Machinery)
Burroughs Adding Machine Company
Anheuser-Busch Brewing Ass'n, (Bevo)
Jobbers Overall Company
Union Trust Co., of Chicago
P. Schoenhofen Brewing Co., (Edelweiss Cereal Beverage)
Selden Truck Sales Co., (Selden Trucks)
Young & Griffen, (Franco-American Coffee)
Simmons Hardware Company
Sawyer Biscuit Company
Northwestern Knitting Co., (Munsingwear)
Libby, McNeill & Libby, (Libby's Milk)
Otto F. Stifel's Union Brewing Co.

NATIONAL OUTDOOR ADVERTISING BUREAU

American Bakery Company
Penn Tobacco Company
Vudor Porch Shade Company
Geneva Cutlery Company, (Genco Razor)
Southern Cotton Oil Co., (Wesson Oil)
N. & W. Overalls Company
Mishawaka Woolen Manufacturing Co.
New England Maple Syrup Company
Morton Salt Company
Balch, Price & Company (Furs)
Florence Manufacturing Company, (Propy-
lactic Brushes)
Keratol Company, The
Westcott Motor Car Company, The
Levi Strauss & Company, (Overall and
Koveralls)
Globe Rubber Tire Company
Wm. Walke Company, (Lava Soap)
Nash Motors Company
Philadelphia Home-Made Bread Company
Aunt Jemina Mills Co., (Pancake Flour)
G. W. Van Slyke & Horton
Calumet Baking Powder Company
Wilson Motor Car Company
F. M. Hoyt Shoe Company, (Beacon Shoes)
Gallanis Brothers, (Temptation Chocolates)
Philadelphia Storage Battery Company
Lever Brothers Company, (Rinso)
Layton Pure Food Company
Staybestos Manufacturing Co., (S-M-C
Brake Linings)
Harmony Cafeteria Company, The
Tharinger Macaroni Company
St. Louis Globe-Democrat
Midland Milling Co., (Town Crier Flour)
Ajax Rubber Company, (Ajax Tires)
P. & Q. Clothes Shops
Crossingham Knitting Mills
Hanley & Kinsella Coffee & Spice Company
Orange Crush Company, (Orange Crush)
General Tire & Rubber Company, The

NATIONAL OUTDOOR ADVERTISING BUREAU

Mulsified Cocoanut Oil
Elgin Motor Car Corporation
Gillette Rubber Company, (Gillette Tires)
Nafziger Baking Co., (Butter Cream Bread)
Hofstra Company
Chas. Truax, Inc.
Val Blatz Brewery (Barma—soft drink)
Firestone Tire & Rubber Company
Globe Stove & Range Company
Standard Steel Car Company, (Standard
"8" Automobile)
Interstate Grocer Co., (Big Horn Coffee)
Swinehart Tire & Rubber Co.
St. Louis Brewing Ass'n, (Cold-a—soft drink)
Jacob Schreiver Company
Hooton Chocolate Co., (Hooton's Chocolate)
Moon Motor Car Company
Marinello Company, (Marinello)
Piso Company
Angle Manufacturing Company, The
Thermoid Rubber Company
Crescent Talking Machine Company
Gardner Motor Co., (Gardner Automobile)
Dort Motor Car Co., (Dort Motor Cars)
H. D. Lee Mercantile Co., (Union-all)s
Graine Co., Ltd., (Cereal Beverage)
Rigaud Parfumerie—Paris and New York
Phillips & Clark Stove Company
Hanft-Metzger, Inc.
Southern Syrup Co., (Peacock brand Syrup)
Pathe Exchange, Inc.
Taunton Knitting Company, (Underwear)
Blair Milling Co., (Sambo Pancake Flour)
Russell-Miller Milling Company
Durham-Duplex Razor Company
Suffolk Savings Bank of Boston
Larabee Flour Mills, ("Larabee Best" Flour)
Hamilton Carhartt Overalls Company
Crew-Levick Company
Fred G. Clark Company, The (Motor Oil)
Twitchell-Champlin Co., (Hatchet Brand)

NATIONAL OUTDOOR ADVERTISING BUREAU

These advertising agencies are members of the NATIONAL OUTDOOR ADVERTISING BUREAU and command its services and facilities in behalf of their clients.

Amsterdam Agency, Inc.
Arkenberg-Machen-Dowd Company
Armstrong, Inc., Collin
Ayres & Company, Horace E.
Barber Advertising Agency, Inc., J. W.
Batten Company, Inc., George
Berrien Co., Inc.
Blackman-Ross Company
Blum Advertising Corp., Charles
Bowers Advertising Agency, Thos. M.
Brandt Advertising Company
Calkins & Holden, Inc.
Chambers Agency, Inc.
Chappelow Advertising Company
Chesman & Co., Nelson
Clark-Whitcraft Company
Colton Co., Wendell P.
Conover Company, S. A.
Corman Company, Inc., The
Cramer-Krasselt Company, Inc.
Critchfield & Company
Croot & Denhard, Inc.
Cross Company, J. H.
D'Arcy Advertising Company
Darlow Advertising Company, Inc.
Dooley-Brennan Company
Edwards & Company, George W.
Ellis Company, A. W.
Erickson Company, Inc., The
Ferry-Hanly Advertising Company
Fidelity Advertising Agency, The
Fisher-Ruebel-Brown Advertising Agency,
The
Fuller & Smith

NATIONAL OUTDOOR ADVERTISING BUREAU

Gould Company, M. P.
Green, Fulton, Cunningham Co., Inc.
Hanff-Metzger, Inc.
Hawley Advertising Co., Inc.
Howard Co., Inc., E. T.
Hoyt's Service, Inc.
Husband & Thomas Co., Inc.
Johnston-Ayres Company
Kobbe Company, Inc., Philip
Koch Advertising Agency, Otto J.
McCann Company, The H. K.
McJunkin Advertising Company
McLain-Hadden-Simpers Co.
Manternach Company, The
Mason, C. Henry
Massengale Advertising Company
Matos Advertising Agency, Inc.
Michaels Company, Harry C.
Mitchell Advertising Agency, Inc.
Morgan Advertising Agency, Inc., John J.
Morris Advertising Agency, Inc., Herbert M.
O'Keefe Advertising Agency, P. F.
Ostenrieder Advertising Corp.
Picard & Company, Inc.
Powers-House Company, The
Presbrey Company, Inc., Frank
Proctor & Collier Company, Inc.
Redfield Advertising Agency, Inc.
Richards Company, Inc., The Joseph
Ritter Company, Inc., The Philip
Seaman, Inc., Frank
Sehl Advertising Agency
Sherman & Bryan, Inc.
Shumway Company, Franklin P.
Snitzler Advertising Company, Inc.
Snow & Staff, Walter B.
Southwestern Advertising Company
Thomas Advertising Service, The
Thompson Company, Inc., J. Walter
Tracy-Parry Company, Inc.
Vanderhoof & Company

NATIONAL OUTDOOR ADVERTISING BUREAU

Van Patten, Inc.
Wales Advertising Company
Williams & Cunningham
McGluckin Co., The Eugene
Cecil, Barreto & Cecil

For full information regarding our services in the handling of Outdoor Advertising, call on the office nearest you.

NATIONAL OUTDOOR ADVERTISING BUREAU, INC.

Broadway, at Twenty-Fifth Street
NEW YORK, N. Y.
1629 Lytton Building

State Street at Jackson Boulevard
CHICAGO, ILL.

F. T. HOPKINS, Eastern Manager
H. F. GILHOFFER, Western Manager

First

IN October The New York Times published 2,084,150 agate lines (7,041) columns of advertisements—the greatest volume ever printed by any New York newspaper in a single month.

The gain over October, 1918, was 794,424 lines (2,684 columns), a greater gain than that of any other New York newspaper, and more than the total advertising published by several New York newspapers in the entire month.

In ten months of this year The New York Times printed 15,593,280 lines (52,680 columns) of advertisements—a gain over the corresponding period of 1918 of 4,604,751 agate lines, greatly exceeding in volume and gain the record of any New York newspaper in any ten months of any year.

The New York Times

Better Results in Business Paper Engravings

Why It Is That the Illustration Is Sometimes Disappointing

CROUSE-HINDS COMPANY
SYRACUSE, NEW YORK.

Editor of Printers' Ink:

From time to time we experience very poor results in the reproduction of our half-tones in technical trade publications. We have been using 133-line screen half tones and, according to the proof submitted by our engraver and printer, who sets up the advertisement from which electrotypes are made, the original drawing has reproduced good.

Are there any suggestions you could make as to the handling of our advertisements that would insure better reproduction? Is silver printing practical for a technical subject like ours or would it be better to have drawings made with greased crayon on pebbled or charcoal paper, employing a coarser screen in place of the 133-line screen that we are using at the present time, and to make from such half-toned nickel-types instead of electrotypes?

We are willing to spend some money in experiments in order to find out the best way to reproduce drawings. If there are any suggestions you care to offer, we will greatly appreciate them.

P. A. Fuss,
Publicity Dept.

IT is important to take extra pains in the preparation of business paper plates, because of the exigencies of printing and the great volume of material used.

Successful reproduction from half tone plates is largely a question of "make-ready." The engraving is blocked on wood or metal and an expert "builds it up" with thicknesses of paper pasted on the under side.

Thus he can make certain portions light and others dark, at will. He is usually a man of artistic discrimination, who makes a study of these things.

In the business paper, practically every advertisement is illustrated. To go deeply into the fine art of make-ready would be manifestly impossible. Moreover, the conditions do not justify it.

The advertiser himself should safeguard against poor reproduction. If half tones are wanted, the service department of the publication should be consulted. They are acquainted with their

paper and their printing facilities, limitations and technical problems and are in a position to advise intelligently. They are just as eager to have a plate "show up well" as the advertiser himself.

Of recent years, a rather good quality of stock is used. We see no reason why a coarse screen half tone should not come up nicely. But much depends upon the original copy from which the engraving is made.

More than likely, it requires retouching. This will bring out sharp contrasts and will eliminate backgrounds and non-essentials. Do not judge by proofs sent by engravers. They are drawn on a fine quality of coated stock and not at all the paper used by the trade paper. Then too, remember that electrotyping and many other things intervene. Proofs sent by the engraver are drawn on small flat-bed hand presses as a rule. They are certain to do credit to the plate and to the original.

WISEST COURSE IS TO TAKE NO CHANCES

But it is not a responsibility that should be placed at the door of the engraver or the printer. Provide for what may happen. If the stock in the publication is poor and you know it, by all means have line drawings made over silver-prints. The character of the mechanical subject need not come up for consideration at all. An artist who knows his business can render any subject interestingly in pen and ink. There are many cases where the advertiser has deliberately selected line plates for sake of individuality. In a trade paper containing hundreds of half tones from photographs, the pen and ink technique provides happy atmosphere.

But there are many grades of silver-print work.

Some men go about it in a cold-blooded manner and so slavishly copy the original and in such a hacknied style, that it becomes less worthy than even a poor photograph. Watch this. It's all a matter of ability, skill, understanding.

Excellent effects are obtained by the use of ross board, pebbled paper, and charcoal or crayon on rough stock. The artistic temperament of the man is the final test. Such drawings cost more than photographs but they are well worth it.

There has come into vogue of recent years, an entirely new method of retouching mechanical subjects. Much detail is minimized and vivid contrasts supplied that are not in the original. By this means, it becomes possible to make an inanimate object take on the semblance of life. It's all a rather clever trick.

Here and there you will run across a page illustration of machinery or some highly technical subject, that attracts you instantly. It is far more than "good printing and clear reproduction." Investigation will show that someone has taken sufficient pride in this trade paper page to study it out from every angle, artistic and mechanical.

Read the article on "The Modern Method of Retouching Photographs," in PRINTERS' INK of October 2, 1919.—[Ed. PRINTERS' INK.]

G. H. Morris Made Advertising Manager of Wilson Company

Glenn H. Morris, who before entering the service of the Government was manager of the Chicago retail store of Wright & Ditson, Inc., Boston, has been made advertising manager of Thos. E. Wilson & Co., makers of sporting goods, Chicago. Mr. Morris has been with the retail store at Chicago of the Thos. E. Wilson & Co., since his discharge from Government service.

A New British Advertising Publication Appears

The first issue of *The Advertisers' Aid*, a quarterly publication, issued for the purpose of supplying information and technical details regarding the newspapers of the British Isles, appeared on October 1. It is published by G. Street & Co., Ltd., London.

Illinois Newspaper Association Disbanded

The Illinois Daily Newspaper Publishers' Association, disbanded at a recent meeting in Chicago. Most of the forty-five members are expected to join the Inland Daily Press Association. The action was taken after an investigation committee expressed the conviction that better results could be gained by all concerned through affiliation with the larger body.

C. M. Strieby Joins Page Company

C. M. Strieby, who has been advertising manager of the Fulton Motor Trucks Company, Farmingdale, N. Y., has been made vice president of Page & Company, an investment firm, established at New York by Carl J. Page, formerly director of sales and advertising of the Fulton Motor Truck Company.

H. H. Sherman in Automobile Advertising

H. H. Sherman, who has been with The House of Hubbell, an advertising service organization, Cleveland, has been made advertising manager of The Grace Motors, Limited, Toronto, an automobile, truck and trailer distributing organization.

Hendee Company's Total Profits Increase

The Hendee Manufacturing Company, Springfield, Mass., maker of "Indian" motorcycles and bicycles, reports profits of \$1,454,717 for the year ending August 31, 1919, against \$740,691 in the preceding year.

Frank B. Spurrier With New York Agency

Frank B. Spurrier, who formerly conducted an advertising service at Chicago, is now a member of the staff of The Kansler Advertising Co., Incorporated, New York.

Clark Nadherny With Bates Tractor Co.

Clark Nadherny, who was formerly with B. F. Newman, advertising service, Chicago, has been made advertising manager of the Bates Machine & Tractor Co., Joliet, Ill.

Owen Flanders With Fitchburg "Sun"

Owen Flanders, formerly with the Lowell, Mass. *Sun*, has been made assistant advertising manager of the *News*, Fitchburg, Mass.

Specialty Manufacturers Will Hold a Convention

The eleventh annual convention of the American Specialty Manufacturers' Association will be held at Atlantic City, November 19 to 23.

The Advantage of Knowing Who Buys Your Goods

A Customer Record Often Discloses Unworked Markets

THE CHICAGO MIRROR & ART GLASS COMPANY

CHICAGO, ILLINOIS.

Editor of PRINTERS' INK:

The writer has been a subscriber for many years. I have PRINTERS' INK sent to my home address. I used to be sales and advertising manager for the McClellan Metal Products Co.

Of course, you have no way of knowing what concern your subscriber is with when you have only his home address.

I have a suggestion to make. Send out a post card in an issue of PRINTERS' INK asking each subscriber to give you his firm connection. I believe 95% of them would respond. You know many men have the magazine sent to their homes, as your lists show you.

This information would save you much money in circularizing firms that have a subscribing member.

R. W. MILLARD
Sales Manager.

Mr. Millard makes a suggestion that is of value not only to PRINTERS' INK but also to manufacturers, to retailers and to those engaged in other lines of work. Having a record of his customers is a big help to a business man. The more information such a record gives about the people who use his goods or his service, the more helpful it is.

As far as PRINTERS' INK is concerned, it does aim to keep track of its subscribers to the extent of recording the business they are in and the official position in their companies that they may occupy. Of course, we are not able to do this in all cases. As Mr. Millard says, a large percentage of our subscribers have their copies sent to their home addresses. Often these cannot be classified. We are able, however, to classify over seventy-five per cent of our subscription list.

We know, for instance, that something over thirty-two per cent of our subscription list is made up of the presidents, vice-presidents, secretaries, treasurers, general managers, advertising managers and sales managers. More than forty per cent of our subscriptions are from companies,

mostly manufacturers. The executives in these companies evidently prefer to subscribe to PRINTERS' INK in their company's name.

In all of our circulation work we constantly encourage subscribers to tell us their business connection. We examine incoming mail, checks and all matter arriving from subscribers for the information. If the executive position of the subscriber is not known by the time his subscription expires, the renewal card again asks for it. By keeping up this work steadily, we are able each year to classify a larger percentage of our subscribers.

This subscriber record is invaluable to us. It is a mine of information for every department of the business. Particularly does it help us in formulating our editorial policy. It keeps before us constantly that our typical subscriber is the president, general manager, advertising manager or some other important executive in a manufacturing institution. He reads PRINTERS' INK to have it help him solve his sales, advertising and distribution problems. Knowing who our subscribers are and what they subscribed for, we are not working in the dark in striving to give them what they want.

**SPECIAL RECORDS OF CUSTOMERS,
AND HOW THEY HELP**

Where a concern deals directly with its customers, as we do, its task in keeping track of them is comparatively simple. The retailer, for instance, who does business largely with an established trade should have no difficulty in compiling a fairly accurate survey of his patrons, together with their requirements, their whims and characteristics. Some stores do this to a limited extent, especially with credit customers. Some specialty stores keep rather exhaustive records of the sort, in

which all facts about the patron are set down, even to the color of his eyes. It is even more complete than a Bertillon record. Such a birds'-eye view of the people who patronize him can be used by the retailer in many ways. It is of great help in buying. For one thing it enables him if he is in the clothing business, to sort up sizes and colors more nearly correct than if he guesses at what is wanted. One incident will illustrate this. One day a salesman called on a retailer, whom we know, with a large job lot of extra size underwear. He told the merchant that if he would buy the entire lot he would give him a discount of sixty per cent from the list. The low price quoted might have swept the average retailer off his feet into making a foolish purchase. Not so this merchant. He stepped to his filing cabinet and in a minute was able to show the salesman that he didn't have over a hundred regular customers who would be able to wear the garments in the unusual sizes offered. This retailer, in turning down the proposition, convinced the salesman that it would take the average small clothier several years to dispose of such a large lot of freak-size underwear.

Perhaps most manufacturers, who sell through jobbers and retailers, would see little advantage in keeping a record of the ultimate buyers of their goods. It would, for example, be futile for the manufacturer of chewing gum or laundry soap to attempt to keep a record of his patrons. On the other hand, it is easy to see how concerns such as the DeLaval Separator Company or the International Harvester Company would find such a record not only practical but of very great use. Many manufacturers of large specialties do keep such records, for mailing list purposes, if for no other.

Even though a manufacturer may have no direct need for a record of consumers, still it is often valuable for him to know just who his customers are. Surprising as it may seem, some manufacturers do not know, or at least

did not know for years after they entered the business. We know of several instances of this kind, one is particularly striking.

This concern had been disposing of a certain valuable by-product for years in car load lots to jobbers. Since it was sold in bulk, the manufacturer assumed that this waste product was used by industrial establishments as an accessory in their manufacturing processes. But that didn't interest him, as he was glad to be able to get rid of the by-product at good prices, no matter who used it. One day he discovered, quite by accident, that his assumption was wrong. Lo and behold! a large portion of this waste was going into the household, where it was used in a manner that the manufacturer never even dreamed of. That discovery lead to the revolution of this man's business. He at once began to put the waste in trade-marked packages, to advertise it to the consumer and to market it through regular trade channels. So well has this plan succeeded that the former by-product is now the tail that wags the dog. This incident, as well as many others that might be told, indicate the value of knowing who your customers are and why they buy your product.—[Ed. PRINTERS' INK.]

Bolshevism Will Be Ruined By Advertising

Bolshevism is unworthy and advertising will ruin it just as publicity first sells and then ruins the sale of any unworthy article. By and by our workmen will subside and be content with simply a *share* of the profits. The railroads will go back to private ownership—their former owners will be unable to recognize their offspring but they will go back. Prohibition, whether we like it or whether we decide it is easier to make the stuff at home, alone will turn millions of dollars into other markets. Reconstruction, international and domestic marketing, must reach an unprecedented scale.

Advertising built itself a respect in the minds of even military power during the war. It is helping now in restoring the tense nerves of the world.

Advertising does not simply build more business but through its telling people of better ways and better things, it helps make this world a better place in which to live.—H. G. Knowlton in an address before the Cleveland Convention. Direct Mail Advertising Association.

Washington— the Radiating Center

The composite character of its population makes the Capital City the ideal locality in which to launch a national advertising campaign.

As your product is received in Washington, so will it be received throughout the United States—because Washington is essentially the National City, and its people are representative of every section of the country.

Only two things are necessary for success in Washington—a worthy product, properly presented through the Washington Star. Washington is one city that can be completely and influentially covered by one newspaper.

Our Statistical Department will be glad to compile data about Washington and its possibilities for your specific product; and our Promotion Department is at your service for any legitimate assistance it can render.

The Evening Star

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
Tribune Building

Chicago Office
J. E. Lutz
First Nat. Bank Building

Thos. Cusack Co.

Spark

The Standard Spark Plug of the World

A Selling Force

Outdoor advertising makes a direct appeal to motorists. Your message is delivered while the reader is outdoors and most susceptible to impression.

This is the psychological moment to present your product.

A representative will be glad to call on request and present facts of interest pertinent to your advertising plans.

Thos. Cusack Co.

CHICAGO

NEW YORK



"Buying Power" Is The Measure of Value

Directing an advertising campaign is as harshly practical as running a factory —you simply can't get "production" of results beyond the capacity of your "tools," the newspapers. The "buying power" it influences is the measure of a medium's capacity.

National advertisers turn to Detroit and The Detroit Free Press for this reason —to the city because its high per capita "buying power" is established — to The Free Press because it circulates entirely among those substantial, progressive, home-making Americans that form the actual "buying power" of every community.

And The Free Press CAN prove that it covers this "buying power." Because of the bonded carrier system which it employs, this newspaper—and this one only in Detroit—can prove definitely where its circulation goes—even to the names and addresses of readers. Waste of ANY kind is eliminated—every unit of Free Press circulation is a productive unit.

Can you afford to overlook such concentrated "buying power" influence?

The Detroit Free Press

"Advertised by its achievements"

DETROIT, MICH.

VERREE & CONKLIN, Inc.,
Foreign Representatives

NEW YORK

CHICAGO

DETROIT

Protection Wanted for Personal Names as Trade-Marks

A Weakness of Our Law That Might Very Well Be Strengthened During These Times of Reform

By Harry D. Nims

IT is interesting to note, in the discussion of the problems that are to face us in the next few months, the frequent mention of the importance of trade-marks. American business men in the past have failed to realize the value of trade-marks. A good trademark is about the only monopoly that the law will now permit one to enjoy in peace, and few kinds of property are better worth while owning than a good trade-mark.

There are some questions connected with the protection of trade-marks which need immediate attention. One only of these questions will be referred to here, and that is the inadequacy of the protection now given by our law to personal names used as trademarks.

The law does not look with favor upon the use of personal names as trade-marks. Anglo-Saxon law has always been particularly jealous of any limitations upon the right of an individual to use his own name, just as this law has been jealous of the right of a man to the privacy of his own house.

We have, however, reached a condition of things in business which makes it seem absolutely necessary for the courts to make more effective the legal rules for the protection of personal names, if the public and users of business names of this sort are to be adequately protected.

Fifty years ago corporations were practically unknown among concerns dealing in ordinary merchandise. Business was done by individuals or by partnerships. Goods were largely consumed near the point of their production or manufacture, and most consumers, when buying, had pretty definite information regarding the

personal characteristics of the man who made the goods they bought.

All this is now changed. Today we buy regularly some article under a particular trade name, without the slightest knowledge of, or interest in, the identity of the maker. Many of us have used "Standard" or "Excelsior" diaries for years, and probably none of us could tell the name of the manufacturer of either of these brands. We patronize old-established concerns still operating under the names of their founder with implicit confidence that we will receive fair and just treatment, although we know that the founder of the business, on whose reputation we rely, died years ago, and we have absolutely no information as to who now runs the business. There is indeed magic in a name. Instead of becoming acquainted with the makers of the supplies we use in daily life, through personal contact in church and neighborhood, as our fathers did, we become acquainted with brands of goods almost unconsciously.

UNPROTECTABLE REPUTATION

For these and other reasons, it makes little difference to-day, either to the public or Mr. Brown, whether he goes into business as "John James Brown, dealer in hardware," or as the "Standard Hardware Co." It is just as easy under modern conditions, for the "Standard Hardware Co." to acquire a reputation and credit as for "John James Brown" to do so, although fifty years ago no one thought of going into such a business except under his own name or in a partnership.

In contrast to these far-reaching changes which have been occurring in business life, our courts

have rigidly held to the rule laid down many generations ago, that every man has a right to use his own name in business. The outcome of this adherence to the legal rule of former days has been that many of the oldest and best known concerns in American business have been compelled to share with unfair competitors the reputation and profits rightfully theirs, as a result of a long and honorable course of dealing with the public. The manufacturers of Rogers' Silver, of Baker's Chocolate and many other products whose names are almost household words throughout the country, have been subjected to attacks by other persons of the same family name, and in practically all cases of this sort, the courts have refused to forbid, absolutely, the defendant to use his own name, even though the result of his use of it was to confuse the public, and make it difficult for buyers to decide which was the old and which was the new concern.

The chocolate on the market now sold by Walter Baker & Co. was first manufactured and sold about 1780. No other brand of chocolate of any kind had been sold under the name "Baker" prior to 1895, so that the public up to that time had come to associate the words "Baker's Chocolate" very largely with the product of this company and this article was widely known merely by the nickname "Baker's Chocolate."

In 1895 another Baker—William H. Baker—began to sell chocolate. The package used by him was considerably different from the one used by the old Baker concern. After a time, however, it was found that various retailers, when a customer asked for "Baker's Chocolate," would hand out the new brand without comment. The old concern brought suit against a retailer who was doing this. This suit was defended by the new Baker concern. The court held that the new concern's right to offer their goods to the trade as "Baker's" goods "is equal to the complainant's right to so offer its goods, and the defendant having fully complied with the

law obligating them to so dress their goods as to prevent confusion and to enable customers, when exercising reasonable care to distinguish between them and the goods of others of the same name, have done their full duty either to the public or the complainant."

HUMAN NATURE AT CROSS PURPOSES WITH PRESENT LAW

This decision overlooked one fundamental fact of human nature, viz.: that the average person does not buy articles like chocolate frequently enough to remember details of the color and lettering of the package. Many housewives buy on the telephone and seldom, if ever, see the goods when delivered. They know practically nothing of the appearance of the goods bought. If the public were asked to give all orders for one week by describing the packages and without using the names of the goods, confusion worse confounded would result.

There are many cases similar to the Baker case, involving names of this sort, in which the courts have taken the same stand. Most of these decisions, however, ignore another all-important fact of everyday life and everyday business, that the public itself, regardless of the plans or wishes of manufacturers or merchants choose and use their own nicknames in buying and selling goods. To most people there is but one "Baker's Chocolate" and the public for many years will continue so to believe. This opinion is grounded on about one hundred years' experience with this name. If other Bakers sell chocolate under that name, deceit is inevitable. The fact that they put up their goods in a different looking package or prefix "John" or "James" or some other front name to the name "Baker," cannot and will not prevent constant deception of the public, or constant buying of the new concern's goods by people who enter a store intending to buy the chocolate of the old Baker concern.

Space here will not permit the citing of other examples of in-

"We inaugurated a system of employee stock ownership in 1903. Under the attractive terms arranged, no less than \$80,000,000 worth of Steel Corporation stock has been subscribed for by our own people."

SOMETHING MORE THAN THE PAY ENVELOPE

By
ELBERT H. GARY

In
Hearst's for November

At least half of Hearst's Magazine is given to articles of serious purpose. Fourteen of the twenty-seven features of the current issue, for example, are serious features. Have you read this part of Hearst's?

justice suffered through decisions based on this right of a man to use his own name in business. The law books contain many of them.

The problem is a difficult one.

On the one hand is the tendency of men to use their own names as a trade name. It is the natural thing to do. They have always done it. So long as rival brands are put up so as to prevent reasonably different outward appearance, the law, as at present interpreted, permits the same family name or surname to be used by the concerns selling them.

On the other hand the all important commercial fact is that it is no longer possible to prevent fraud and deceit of the public through the enforcement of the rule that every man has a right to use his own name so long as he uses it honestly, regardless of the consequences. Injury to business by *honest* use of names is just as damaging as any other kind of injury. There is no such thing as harmless injury. There is no such thing as honestly using one's own name if the use which is employed results in obtaining business that rightfully belongs to a competitor who has long used the same name.

Mr. Wigmore the great American authority on evidence has said, speaking of the use of one's family name as a business name: "It is merely the right to obtain patronage for wares or services by the use of the mark that identifies our personality. Now, this right can never have any superior claim over and above our general duty to obtain patronage honestly."

TRADING ON ANOTHER'S REPUTATION TOO EASY

There is a further reason, and perhaps a still more important one, why the application of this rule should be modified. The buying public is constantly deceived by the misuse of these names. The profit arising out of this confusion of the public is the bait which causes the new concerns to use names similar to those already in use. He who set out to sell goods on their own merits does not begin by using a name similar to the

name of a competitor. The public always suffers when confusing names are used, and the fact that both parties are using their own names does not help the difficulty.

In the discussion of business problems of the next few months, it is greatly to be hoped that some attention will be given to impressing on the community the need of a more adequate protection of the good will represented by personal names used as trade-marks.

Already we are beginning to see in the discussions which are taking place as to reconstruction of business, suggestions that our trademark situation must be carefully considered, and there is perhaps nothing which can be done to this end of greater importance than to devise measures to impress upon our courts the necessity of adequate protection for the good will which is represented by the personal names now used as trademarks.

It is not necessary to create new statutes to bring this about. It can be accomplished by an effort on the part of all those interested in industrial property to bring to the attention of our equity judges the unjust consequences which result from the present rule, not only to the business world, but to the public as well.

H. G. Jones Joins Croot & Denhard

H. G. Jones, who has been engaged in book advertising work for the New York *Tribune*, is now with Croot & Denhard, Inc., advertising agency, New York. Miss Elizabeth Maltby, who has been a member of the advertising department of the New York *Tribune*, and who recently returned from overseas service, succeeds Mr. Jones at the *Tribune*.

Canada Advertising "Victory Loan" Campaign

The management of the advertising of the present "Victory Loan" in Canada has been put in the hands of the Canadian Press Association, Inc. This association has had charge of the advertising in all previous "loan drives" of the Canadian Government.

William S. Preston formerly with the Green, Fulton, Cunningham Company, of Chicago, has become advertising manager of the Scholl Mfg. Co., maker of foot specialties and orthopedic appliances in that city.



"Go after the Big-uns"

YOU cannot land a "musky" with tackle made for croppies. Small ideas are poor bait for big business. Dominance is the difference between business *blindness* and expanding vision.

To dominate—to be the representative leader in your field—to hold first place on quality and generalship—that is a winning which is *real*.

Upon the request of an executive, we will gladly send our new 72 page book, "Master Merchandising and The Dominant Idea."



M'JUNKIN ADVERTISING COMPANY

CHICAGO
55 WABASH AVE.

NEW YORK
450 FOURTH AVE.

CLEVELAND
NEWS LEADER BLDG.

Meeting Changing Demands

SIXTY-FOUR years ago mechanical office appliances were unknown to the railway field, but—and right here is the big fact for you who manufacture such devices to remember—railway men have known the Railway Age for sixty-four years.

Yes, railway officials knew the "Age" sixty-four years ago, knew then, just as they know today, that the "Age" keeps its readers posted on all worth-while facts of railway development.



The railways grew, and with them grew their publication—the

"Age." As the railways grew, their demands increased and to better meet their demands came the

Railway Service Unit

RAILWAY AGE

RAILWAY MECHANICAL ENGINEER

RAILWAY ELECTRICAL ENGINEER

RAILWAY SIGNAL ENGINEER

RAILWAY MAINTENANCE ENGINEER

Real railway papers—papers which focus upon railway men's demands for facts and data from five different angles.

Today—when labor saving, time saving, money saving, accuracy assuring office appliances and accounting devices are demanded in all branches of railway work, today when railway officials are looking for data concerning them—naturally enough, these busy men turn to this "Service Unit" for information. In seeking anything, one looks where it is most apt to be found and railway men, knowing that their "Service Unit" keeps them posted on improved methods, look to it for that which they seek.

Remember this—you who manufacture modern mechanical office appliances, you who desire to reach such men with your sales message.

SIMMONS-BOARDMAN PUBLISHING CO.

New York, Woolworth Building
 Chicago, Transportation Building
 Cleveland, Citizens Building
 Cincinnati, First Nat'l Bank Building
 Washington, Home Life
 Building
 London, 85 Fleet St., E. C. 4





Bogey on the Farm Hole

By Burridge D. Butler

(Reprinted from Exmoor X-Ray)

It's no "blind" hole
This Farmers' Trade—
It's straightaway—
The market's made.

But, when you start
Inspect the links
Consult the card,
Locate the kinks.

There's science here
Like old thirteen—
Don't play your cleek
To make the green.

Take sound advice
From those who know
Where hazards are—
Where duffers "blow."

You've often wished
To play the game
But realized
"Twas not the same

Like selling folks
Who live in town
Where competition
Wears you down.

On Exmoor greens
Jack Croke's the stuff;
You take his dope
And "treat 'em rough."

But rural fields
Kissed by the sun
Are only gained
And markets won

By going to
Another "pro"
Who knows the farm—
The rural show.

Who knows the fields
All crowned with gold;
Just take his "dope"
How goods are sold.

I've played for years
On Exmoor's green;
My handicap
Is still fourteen.

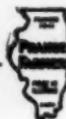
I'm yet a "dub"
In Croke's high school;
But, Heaven be praised,
This fat old fool

Has learned one game
That he's worked out
And plays in par
Or thereabout.

So, if you'd sell
To farmer trade
In Illinois
The track's all laid.

Just try our "dope;"
'Twill make you great;
Announce your wares—
Rich buyers wait.

Have some golfer agent
Fix your ad
And PRAIRIE FARMER
Will be glad.



Advertising Can Clean Up World's Plague Spots

Spot Light Must Be Thrown on Society's Infection, in Order to Clean It Up

By J. C. Sherman

MAY I suggest to PRINTERS' INK a plan to bring into effective team-work the many excellent suggestions, appearing in your paper, to steady our industrial situation?

The industrial experiments recorded in PRINTERS' INK seem generally well considered, but the problem is too big to be solved except by concerted action. It demands the broadest and best co-ordinated efforts of all publishers and advertising men along a carefully chosen programme.

We are now in the throes of an attack upon our form of life, upon our Government, our civilization. This attack is concerted, inspired by foes of our country, haters of our progress, financed in Europe and manned by every undesirable element in our body-politic. The attack is premature and we think it will fail. Let it be a warning to every thinking man to consolidate the forces of progress with which alone such an attack—when it is repeated later on—can be met and defeated.

A plan for consolidating our forces now, a plan along which I think some progress can be made, will be here suggested:

To view this plan, detach yourself from our present troubles, and look for the best example you can find of wise action on similar lines. Then, with this new viewpoint return to the problem in hand. Thus: the men who cleaned up the Canal Zone and made it fit to live in, spent mighty little time in the committee rooms at Washington. They called their helpers, with pick and shovel, to the infected swamps—and drained them! The problem was to dig out every breeding-spot of plague and fever, and do it quick. Gorgas did this thing.

Now America is full of just

such plague-breeding spots, only these spots are social. Social health will never be possible while these remain.

To clean up these infested spots, you can do nothing but go back to the causes from which the poison sprang, and weed these causes out. Absolutely nothing else will ever serve. Some of these original sources of trouble have existed among us so long that we forget their bearing on the present crisis; but these forgotten sources must be found and rooted out.

INJUSTICES THAT MUST BE UPROOTED

It is from these ancient sources that the grievances of labor ultimately develop. For instance, our industrial population, functioning as a nation-wide body, has developed under the impact of between forty and fifty different sets of laws in the different states. Around this job-lot of assorted statutes has been built up the fence of Federal interference and restriction. As a concrete example, consider the different police-court practices of communities in different States—even within the same State. The impact of these petty courts has been felt much more severely by the little man, the poor man, than by his brother with the big wad. From this one circumstance—the hodge-podge of petty-court practices and their unequal bearing upon different classes—more than from any other original source, arises the belief among American workingmen that law and justice do not go together. We may not like to discuss this point. We do not like to dig out a cess-pool. But we must do the job if we wish to abate the nuisance which otherwise will continue to arise from it; for the poorer a man is, the near-

er he is to the machinery of the lower courts; and thus the knowledge that justice has never been standardized has spread most widely among those whose hostility to our civilization is now at fever-heat.

Yet, there are in action to-day police-courts—here and there—that are operating under laws that automatically curb the judge who is not just. We do not need a revolution to root out these other (reactionary) courts that are the breeding ground of anarchy, the ammunition of the soap-box radical. We need only find the best standards now in force in America, tell the common people about them, and send them to the polls with a definite programme to cure this particular source of trouble.

So I suggest the cleaning up of Havana, the creation of healthful conditions along the Canal at Panama, the destruction of plague-breeding rats in some of our seaboard cities, as examples of applying the one standard remedy to all possible points of infection—that is, to every community.

**ADVERTISERS AND PUBLISHERS MUST
TAKE UP THIS TASK**

For a job of that magnitude, the team work of the biggest, brainiest publishers, together with that of every advertising man in America, will be needed to inform the public what to do after the measures themselves have been determined upon.

A nation-wide committee of the best thinkers in America, trained in every phase of the problems involved, should be called into permanent session by some public-spirited owner of publications that reach the masses of men. They must be the leaders in American progress, civic, industrial, educational, judicial.

We won the war—how? Not by government; for Washington itself never won a war and never will. It solves nothing; it wages no fight; it decides no issue. We won the war through the voluntary co-operation and associated leadership of our big citizens who broke through the bureaucracy of Washington, and in spite of gov-

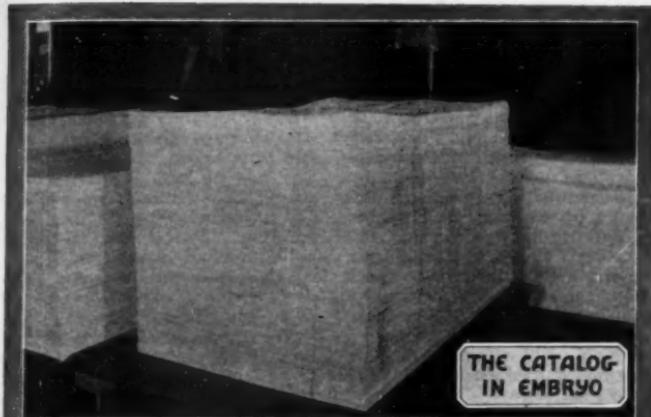
ernmental inefficiency somehow got things into motion. We won it because the best business minds were brought to bear upon the industrial problems involved.

And we can win out against all the incendiary anti-social movements now on foot by focusing, upon every hidden social menace to America, the judgment, the experience, the directing and deciding force of America's best-fitted men, called from all ranks for this supreme public service.

Congress never did a thing like that, by fiat. The labor unions cannot do it. The most that conferences of capital, labor and the public can do is to tide over some moment of danger by compromise and postponement of issues. But a great syndicate of periodicals can bring together the men whose co-operation would steady America. Such a syndicate, with its own resources, coupled with those of the ten thousand national advertisers whose help should be enlisted, can carry the measures formulated by such a nation-wide committee to every corner of the land and lead the masses to intelligent action. The recommendations of such a body of men, duly formulated, would first be published, then reprinted in pamphlet form, given in brief through the leaflets, circulars and paid space of big advertisers, and carried to the ends of our population.

Thus you will begin to clean up the plague-spots of America. I have mentioned the courts, with the jails and prisons which they feed, as one such spot. Corporation law, gradually becoming unified among the States, still covers some pretty foul-smelling swamps. The laxity of Maine, for example, in having failed so long to exclude the professional fleecing corporations from charter-rights, has let loose upon the entire country a swarm of financial "mosquitoes" that sting the small wage-earner; and for every sting, some sober workingman is turned into a red-headed radical.

Turn on the spot light. It need only touch these putrid spots once. They will dry up at the next election because your voters will get



THIS IS THE STOCK

The strength of Foldwell holds your catalog together. The wire stitches bend out before Foldwell Coated Stock will tear between the holes made, or the wire passing through cover and leaves.

Such efficiency is only secured by using Foldwell. No more reinforcements necessary, no lost pages, mutilated catalogs or big replacement cost due to your customers' casting your catalog aside when it becomes torn and pages begin to fall out.

No lost orders because the item wanted was on the page that was lost. Catalog pages do not become frayed and dog-eared and covers do not break off if you use this profitable paper, Foldwell.



Foldwell Protects Direct Advertising

Write today for "Paper as a Factor in Modern Merchandising." This booklet is really helpful.

CHICAGO PAPER COMPANY
850 WELLS STREET, CHICAGO, ILL.

Foldwell
TRADE MARK

definite, formulated standards to follow; namely, those standards which now express somewhere in America the best established practice.

Even our schools must bear the blaze of this publicity. They were our most respected institutions—before the war. But the first draft-examinations revealed a percentage of illiteracy that amazed us; and we now know that our educational system is unstandardized and inadequate even to check the growth of alien-inspired revolutionary teachings. Yet there are, here and there in America, the finest types of educational institutions and standards that the world can show. Put the spotlight onto the schools. The outstanding grievance of British labor to-day—and the future of the British Empire is wavering in the balance because of labor's grievance—is the failure of British education to penetrate the mass of the British public in a way to help the wage-earners and their children upward as citizens; not as wage-earners primarily, but as citizens. That is what the workingmen themselves declare. The demand has arisen for a true equality of educational opportunity which must be opened to every section of the British public. That is the big issue outstanding above even railroad strikes in England. If our country comes to a crisis as grave as that of England, we shall find that our masses are making much the same criticism of our own vaunted educational system; in fact they are making this criticism to-day. And we are not prepared to meet it. If the educational forces of this country had been marshalled and suitably equipped to open and develop the mind of America, fifty years ago, there would be no need of the military in our steel centers to-day.

I know that this very work of standardization, of cleaning up the plague-spots, is going on throughout the country; but under the present hit-or-miss methods it is not spreading fast enough. New centers of infection spring up faster than the old ones can be healed; so the danger to which industry is

exposed—the danger of self-destruction through radical teachings—grows steadily greater.

I remember that some years ago a very minor remedy was created, for a certain social injustice, by the legislature of a certain progressive Eastern State. It was just; it was logical; it was simple. It had been worked out and proved effective in other communities. *But it had taken the public-spirited citizens who were backing it in this Eastern State forty years to get it through the State government!*

We must work more quickly than that; and so we must work through the people and not over their heads. It takes forty years to get one small step of progress established when you work through high-brow agencies, without telling the people what you are doing. But if you have a good idea, and will but "sell" the idea to the people, advertise it to them and make them want it—then it will not take forty weeks to enter upon a new era of progress. The radical element got its strangle-hold upon Europe because its leaders went to the masses with their soap-box oratory; they went to the people with their advertising, their pamphlets, their leaflets, their letters, employing methods much like those that we advertising men use to sell merchandise. Statesmen are still fighting Bolshevism in cabinet meetings, behind closed doors, using the wrong method. We must give the radical element an answer at every turn, going to the people with a concrete, constructive proposal for every proposition of the reds.

THE OPPORTUNITY OF THE PRESS

The great periodicals have strangely affected the course of individual life in this country. The masses turn to them for amusement and receive *suggestion*, that occult force which has so largely moved the modern world. The people eat what the press suggests that they shall eat. They are clothed, and their houses are equipped, as the printed page suggests. But we advertising men know in our hearts that the power

The Evening Sun

NEW YORK

*Announces
the appointment of*

E. M. ALEXANDER

as

Advertising Manager

Precaution in Working With Colors on Car Cards

COLOR is such a powerful element in itself that in the street cars where color plays a prominent part, it often develops into an actual hindrance to the selection of sketches for a proposed campaign.

An instance is recalled where it was sensed that a certain advertiser was putting a wrong emphasis on color in selecting



his sketches and copy. He just naturally got to thinking more about color than anything else. The next time we sent him sketches they were in rough pencil form. We received a letter by return mail expressing his disappointment that the sketches were not in color, and



asking why we had sent them in that form. To which we replied: "The sketches were purposely sent you in black and



white because if you will permit us to suggest it, you were unconsciously placing too much emphasis on color in the selection of your car cards.

Color is so powerful that you have to watch out or it will influence you against your will.



It is doing the same thing to you that it does to the people who sit in front of your Card in the cars.

Color not only invites attention, it commands it. It reaches



out and captures your eye and takes it where it will.

In the preparatory stages of your advertising we want to consider color as an incident to the picture. The primary mission of the picture is to express an idea. But the idea comes first. After we have all decided upon the idea which best con-



veys your message to the Public, then we will proceed to express that idea in form of picture and color."

This is a point which should be watched very carefully when preparing street car cards.



Be sure your basic plan is there first—then correctly interpret that plan or idea in picture or text, taking full advantage of the color element.

If you realize the power of the picture in advertising (as all



advertising men do today) you must realize the power of the picture intensified a thousand fold by color, with the added element of Actual Size to lend conviction.

In no other medium do you get quite the intimacy or realism of



the product or picture, actual size, in full colors.

STREET RAILWAYS ADVERTISING CO.

HOME OFFICE

Candler Bldg. New York

we deal with is capable of bigger things than the herding of sheep. By a concerted use of the power of our printed pages, linked up with the deliberations of a really qualified congress of our leading men of affairs and of labor, we can suggest to the masses of America the elements of peace, equity and progress. Do we not owe the people this service?

Now it happened that my early training was in the magazine field, and well do I know the chill that goes down the editorial spine at the thought of propaganda. But the propaganda that has wrecked magazines has mostly been pretty small stuff. It has been narrow-minded and unsympathetic. Of course the day for that sort of propaganda has passed. To-day, we must build, and the people want to be told how to build. But seeing no sane programme of reconstruction in hand, they are lending a very quiet attention to the inflammatory pamphlet inspired in Russia and paid for in Germany. This foreign propaganda is too insidious to get away from; it has no definite authorship; it cannot be killed off by the cancellation of subscriptions or withdrawal of advertising. It is gaining ground. It endangers our civilization. But it can be met and conquered on its own ground, just as the insidious schemes of Kaiserism were met and defeated, by going to the people with well-considered programmes to be carried out for that purpose.

If the great publications of this country cannot take up and support this plan, or some better plan toward the same objective, then their leadership is on the wane.

The whole plan, as I see it, is simple. That is, it is as simple as a tree. It will branch out in many directions, only a few of which have here been sketched. It can be made to grow under the guidance of the right publications, advised by the right body of trained men of affairs, and backed up by the advertising fraternity.

While industrial conferences can reach only a truce in the trade warfare, and are visioning only the symptom of our social trou-

bles, we must cut in to the very centers of the disturbance, the forgotten sources of infection. We must give to each and every one of these that same minute and infinite patience in detail which Gorgas spent upon the miasmatic underbrush of Panama. For there is no other way to make our democracy safe for any of us or our children.

It would be folly to leave to government the solution of any great issue. We prize of our democracy, but the one really democratic institution left to us to-day is the press! In the press, we have the instrument needed to reach the masses for constructive programs to offset the destructive programmes of the public enemy. In the press, we have the means, the power, to enroll one thousand of our best-qualified men and women in this proposed enterprise; to set them the task of finding, for every plague-spot in America, the existing remedy which has been proved out somewhere in our country; to put this measure in simple English.

In the press we have the distributing machinery and organization to put this programme, like my cheap grocery packet, in every American household, and make people want it for breakfast! This would not be advertising. It would be super-advertising. It would be the constructive force of democratic government taken from a sleepy bureaucracy (which does not know how to deal with any live force) and brought in a truly democratic manner before one hundred million people.

Let PRINTERS' INK, as befits its unique place in American journalism, bring this matter to the notice of publishers and advertisers, as the first step toward getting together the forces through which alone Bolshevism can ever be answered. Submit it to the acid test of their comment and criticism, and you will arrive at that answer,—and there is no other answer but the force of public sentiment inspired, marshaled for service, to make democracy safe from the poisons that fester in the forgotten swamp.

The Wichita Eagle



**Put The Wichita
Eagle on Your List**

BECAUSE —

It has the largest city circulation—

It has the largest home county circulation—

It has the largest trade territory circulation—

It has the largest total circulation of any daily newspaper published in Kansas.

AND

It carries more space from local merchants.

It carries more space from national advertisers.

Dominant in Its Field —	Local and Sectional
Daily — City 16,743	Total 55,220
Sunday — City 17,791	Total 61,367

The Wichita Eagle

Wichita - Kansas

Special Representative

S. C. Beckwith Special Agency
New York, Detroit, Chicago, St. Louis, Kansas City



Wichita is the Commercial Capital of Kansas

The Superlative Advert

Rothacker Industrial Motion Pictures are superlative because they embrace the knowledge and experience of the ~~one~~ and leading specialists in the field.

They are complete unto themselves—photographed, directed, titled and arranged by competent motion picture ADVERTISING specialists.

We own and operate the largest and most completely equipped laboratory-studio in the world.

The quality of the work produced by this organization best evidenced in the fact that Mary Pickford, Charlie Chaplin, Norma Talmadge and other screen celebrities insist on having their film work done here AND NOWHERE ELSE.

These stars of filmdom are experts in buying the best and KNOW where they must go to GET the best.

The name of Rothacker on an Industrial Motion Picture means superlative production at minimum cost.

CONSULTATION WITHOUT OBLIGATION.

SEND FOR ILLUSTRATED BOOKLET DESCRIBING HOW MOTION PICTURES ARE MADE TO ADVERTISE

Rothacker
FILM MFG. CO. CHICAGO U.S.A.
The SENIOR SPECIALISTS
IN MOTION PICTURE ADVERTISING

1339-1351 DIVERSEY PARKWAY - CHICAGO, U.S.A.



HOUSE ORGANS CATALOGUES MAGAZINES BOOKLETS



THE modern trend is toward specialization. We have a great plant, capable of producing almost anything printable, but particularly adapted to the classes of work above referred to.



CHARLES FRANCIS PRESS
THE ADDRESS IS
461 EIGHTH AVENUE, NEW YORK
THE PHONE NUMBER is GREELEY 3210

Public Service Corporation Explains to the Public Through Advertising

New York Telephone Co. Purchases Weekly Space to Show the Reason for Slump in Service and Its Plans for Remedyng It.

COMMENTATORS have sometimes declared that the chief failure of American business life has been the public service corporation. In many cases it has failed to please any of the three parties to its existence—its patrons, its stockholders, or its own employees.

The reasons vary according to individual circumstances, but, by and large, it might be said of most public service corporations that one of the basic reasons for their failure is that they have not been public. They have seen fit to shroud their operations in mystery. Their officials have secreted themselves in remote and inaccessible offices, fencing themselves off from inquirers by a screen of subordinates. Complaints only too often have been either ignored or replied to by ignorant and impolite employees. The prevailing attitude toward the consuming public has been a "take it or leave it" one. It has seemed as if such corporations intentionally surrounded themselves with an atmosphere of aloofness and of public-bedamnedness.

But the more far-sighted corporation of the present day conducts itself in a different spirit. It has learned that good will is an asset that can be translated in

terms of dollars and cents. It has ceased to regard itself as a machine and is willing to admit that, it is after all only an aggregation of human beings, sometimes liable to make mistakes, often handi-



If You Were a Telephone Operator

your lunches would be prepared in the most modern of kitchens by expert cooks. And the wholesome, fistling food would be served to you at cost.

THESE ARE IMPORTANT FACTS to be carefully noted by the girl who is selecting a business occupation. They help to make telephone operators particularly attractive.

If you would like to know more about this worth-while occupation, call "Spring Official," or apply at any of the offices named below. Girls 16 to 23 are eligible. Salary is paid while learning.

MANHATTAN

(WEEK DUTIES)

115 Broadway 8 a.m. to 6 p.m.

BRONX

453 E. Tremont Ave. 11 a.m. to 9 p.m.

BROOKLYN

11 Willoughby St. 9 a.m. to 5 p.m.

1335 Broadway 9 a.m. to 5 p.m.



NEW YORK TELEPHONE COMPANY

A "HELP-WANTED" AD AND AT THE SAME TIME A
BUILDER OF GOOD WILL ON THE PART OF THE PUBLIC

capped by human limitations, and just as liable as any other organism to fall short on performance when it lacks the necessary material, supplies, capital, and personnel. Furthermore, it is willing to come out in the open and say so,

is willing to enter into a discussion on a man-to-man basis, and even invites the doubtful to step in and see for themselves. The modern corporation is becoming human; it is eager to show that it has a soul.

Take the case of the New York Telephone Company. Before the United States entered the war, it was praised as having the best telephone service in the world. By the time the armistice was signed, it had one of the worst—at least, so its subscribers thought. The same situation prevailed in most of the larger cities of the country—everywhere telephone service had slumped exasperatingly. Complaints and criticisms multiplied. In early spring of the present year they had obtained the volume of a chorus.

It would have been easy for the company to have maintained a dignified silence, and it might have been regarded as partly justifiable because it was still under Federal control.

But the New York Telephone Company realized that the public's good will was worth having. It believed that its patrons were entitled to an explanation and it began a campaign to give the facts in the case. It purchased advertising space in the daily newspapers of New York, Brooklyn, and Northern New Jersey in order to do so. It was adequate space, too, not an odd corner in the run of paper, but three and four columns wide and plenty deep.

These advertisements ran in a series appearing weekly. Each one took up some particular angle or phase of the general telephone situation and set forth all the facts in regard to it. It was pointed out that the company had been restricted in the use of material that was formerly abundant, that gaps had been left in its organization by war's drafting of its highly skilled employees, that government checks had been laid upon capital and construction, that labor was no longer plentiful, and finally that the demand for service had risen beyond all calculation.

These facts were presented not in the dry fashion of a corporation's annual report but with some-

thing of the juice and picturesqueness of a Sunday newspaper or magazine article. It was not content to say that its calls had risen from 2,500,000 a day in 1917 to 3,250,000 a day in 1918; such statistics are all very well for an inquirer in pursuit of statistics; but it stated that it was meeting not only an abnormal demand from New York City itself but the additional demands of a transient population equal to the permanent population of a city the size of Buffalo. It was pointed out that the total number of calls now being handled in New York was more than twice the number of calls handled daily in London, Paris and Rome combined.

This method of stating facts is better for the man in the street than all the statistics in the world. It enables him to grasp a situation instantly—visualizes it for him. Moreover, it is far more apt to arouse his interest and sympathy.

BROAD FIELD FOR ADVERTISEMENTS TO COVER

After setting forth in some detail the difficulties that the company had been laboring under, the weekly advertisements then described plans for remedying the situation. It was told how the company's engineers constantly kept the city's growth under watchful eye, studying the tendency toward congestion in certain areas, marking the shifting and spreading of the population in certain directions. Though these engineering plans had been somewhat disrupted by the war, it was explained, yet the groundwork had been laid as far back as twenty years in some cases, and the original projects for new central office buildings, additions to existing buildings, and installations of new switchboards would be carried out as fast as possible. It was announced that these plans when put into execution would cost \$26,500,000.

But it was emphasized that to carry out these projects time was needed. For example, the construction of a central office switchboard takes nearly a year.

One advertisement was laid out

to show the amount of telephone wire required in 1919. A small scale map of the world was belted with ten lines of wire at the equator. Below it was explained that 255,966 miles of wire—enough to encircle the earth ten times—would be added to the city system within the year.

**COPY WRITTEN WITH OPERATORS'
MOTHERS IN MIND**

Another phase of the company's advertising related to the training of new operators. This series had a double purpose. It was designed to interest young women in telephone operation as a profession and to convince subscribers that no effort was being spared to recruit the operating force up to the demands of the time. Cuts were freely used, showing the interior of an exchange, a corner of a rest room, or a glimpse of the lunch kitchens. The typography of these ads was carefully worked out so as to impart as neat and refined an effect as possible.

In watching the results of this advertising, it was found that the mothers of the sort of girls the company most desired had a marked influence on their daughters' decisions and new copy was written to reassure mothers of the environment and opportunities that went with telephone operating.

To sum up, the New York Telephone Company's advertising was prepared so as to show that the old telephone system could no longer sustain the burdens laid upon it and that a new one would have to be built; that this construction would take time and that it was necessary to have due patience.

The whole campaign cost thousands of dollars but the results amply justified the time and money expended on it. It allayed a growing but uninformed resentment; forestalled possible interference with the company's plans; increasing the working forces; and restored weakened good will. The company is satisfied it made no mistake in coming out into the open and laying its cards on the table.

**Be Specific When Addressing
the Farmer**

It is a mistake to go on the theory that most any kind of printing is good enough for the farmer. There are still a good many people who go on the assumption that any kind of printed matter with "big black type and plenty of red ink" will get results from the farm field.

It is also a mistake to try to get down into the pig pen with the farmer. The farmer isn't much different from his neighbor in town and he appreciates attractively illustrated and well printed advertising matter and will respond more readily to it.

As to the message or the actual sales argument, there are so many varying conditions that it is hard to lay down any fixed rule. There are two or three things that always should be kept in mind however. The average farmer is more interested in knowing the service an article is going to give him than a lot of detail about its mechanical construction. The message should be clear and to the point, and not a lot of glittering generalities. If you can get your argument across in illustration so much the better. The right sort of an illustration may often show at a glance an idea that you couldn't get across in a dozen paragraphs. Remember too, that the farmer's office and his home are identical and in most every purchase made on the farm each member of the family is interested.—G. B. Sharpe, The Cleveland Tractor Co., in address before the Cleveland Convention, Direct Mail Advertising Association.

**Advertising to Fill National
Guard Units**

The First Missouri Field Artillery and the First Missouri Infantry are used newspaper display space in St. Louis to recruit these military units. It is pointed out that the St. Louis National Guard furnished more than 400 officers in the war.

"This record is conclusive proof," the advertisement continues, "of the value of such military training as now is offered St. Louis young men by the First Missouri Field Artillery and the First Missouri Infantry."

"The United States Government may or may not adopt universal military training, but it has increased its support of the National Guard. The government furnishes all equipment. There is no expense to the men. The military training given is one of the finest of assets to 100 per cent American citizenship."

**New Accounts for Kirtland-
Engel**

The Kirtland-Engel Co., Chicago, has secured the advertising accounts of the Wisconsin Farm Tractor Co. of Sault Ste. Marie, Wis., and Condon Bros., seedsmen, of Rockford, Ill. Each of these accounts will use a large list of farm papers and orders for the space are now being sent out.

Churches Learning The Advertising Lesson

The War Time "Drives" in Behalf of Liberty Loans, Red Cross, Etc., Showed the Value of Concentrated Effort in Raising Funds.

THE "drive" as an efficient method of sweeping vast sums into the treasury of worthy philanthropies will not be dropped. Its psychology is too valuable to be lost sight of. It is easier to raise forty millions by means of a *drive* than fifty thousand dollars through a leisurely, decorous appeal to people's conscience. The reason for this is not far to seek. Any publicity man can tell us that he has understood the psychology of the drive for years. He will also tell us why so many churches and highly approved charities have such hard times raising small sums of money. They refuse to avail themselves of the A B C of the science of publicity. The churches that are conspicuously successful in raising money, consciously, or without knowing it, are, through their leaders, using good publicity methods. They know how to let the people who have money to give know what the needs are. They know how and when to ask for funds for those needs.

There is nothing indecorous about publicity. Religion and philanthropy would not soil their garments by stooping to ask information and following the advice of publicity experts. It is not necessary to offend the taste by "playing up" personality. What we need to do is to play up the cause and the facts. We believe that the missionary problem of the Churches, both diocesan and foreign, will never be solved until the boards which have the business in hand employ experts to conduct the campaigns for raising funds. We make this suggestion modestly, but we wonder if it would not pay the Board of Missions to employ at a high salary a publicity man to present the cause of missions to

the Church. It is the most winning appeal that ever touched the heart of the race if it is skillfully made. It is not always made with skill, consequently missions have not frequently been on the pauper list. To get them from under foot, pennies are thrown to them.

We appreciate fully, we think, the fact that war enthusiasm has made possible the wonderful success of these drives. But war enthusiasm does not wholly explain results. If these great drives had been bungled, they would have failed as piteously as most of our missionary drives fail. War enthusiasm is a big asset, but it needs to be directed. Brains, the best publicity brains in the country, harnessed that enthusiasm and put it to work. There is a good deal more latent enthusiasm for the work of the churches than most of us are aware of. It is not too late for men and women who are caring for the temporal interests of religion to go to the publicity school in which John R. Mott and some other people learned the art of raising money. Thousands of men through their Liberty Loan work have come to see what proper publicity can do. These men, most of them, are in our Churches. They will hereafter, we believe, look with enthusiastic favor upon publicity campaigns in behalf of missions and church support.

We venture to say that if the Church needs a million dollars for its missionary work and if it doesn't get it, it is its own fault. The Church will give it, it will give many times that amount, if its conscience and heart are touched by the facts. Publicity is merely the art of getting the facts before the people. We dare prophesy that not one of the great organizations within the Church will in a decade think of attempting to conduct its affairs without employing experts in publicity. *The Churchman, New York.*

Sir Joseph Lawrence, chairman of the International Linotype Company, Ltd., and a director of the Mergenthaler Linotype Company, New York, died at London on October 24.

NEWS-TIMES, JR.

This is a sincere little publication issued every month by the South Bend News-Times. It is typical of the service the News-Times is giving advertisers.

Stating the purpose of the junior publication its editor recently said:

"There are many ways that the advertiser can be given real, sincere, constructive co-operation in using a newspaper's advertising columns. Each helpful suggestion, every cut presented, each piece of copy written, detailed circulation figures, what the national advertiser is doing, new features planned by the News-Times in its daily and Sunday editions—all of these things in one way or another help the advertiser with his problems. This in brief is the mission of News-Times, Jr."

The News-Times service department will work with you exactly as indicated in the above statement. Ask any questions you desire regarding the Northern Indiana and Southern Michigan market—let us help you. Remember, the News-Times dominates its field—16,000 circulation, morning, evening and Sunday editions.

Let us send you the News-Times, Jr.

South Bend News-Times

MORNING

EVENING

SUNDAY

J. M. STEPHENSON, Publisher

Foreign Representative

CONE, LORENZEN and WOODMAN

Chicago New York Detroit Atlanta Kansas City



SYSTEMS

Prepared by The H. K. McCann Company

Big Business Is a Shrewd Buyer

In the selection of paper for letterheads and forms, as in everything else, big business is a shrewd buyer. Before making a choice, it spends time in experiment. In this way many large organizations have standardized on Systems Bond.

Systems offers the fingers a body, a feel. It has a crackle, and appearance. Rag-content and loft-dried it stands up in mail and files. Always uniform. And it sells at a business man's price.

Ask your printer to use Systems on your next order of letterheads. He can also obtain for you a free copy of our book "The Modern Manufacture of Writing Paper," interesting and valuable to the paper buyer.

Systems Bond is the standard bearer of a comprehensive group of papers—a grade for every Bond and Ledger need—all produced under the same advantageous conditions—and including the well known Pilgrim, Transcript, Atlantic and Manifest Marks.

Eastern Manufacturing Company

501 Fifth Avenue New York

Mills at Bangor and Lincoln, Maine



BOND



*The Rag-content Loft-dried Paper
at the Reasonable Price"*

CHARLES EVERETT JOHNSON COMPANY

Advertising Art Service

STATE-LAKE BUILDING-CHICAGO

MODERN BUSINESS calls for the best work of the best painters and illustrators. That is why an organization like the CHARLES EVERETT JOHNSON COMPANY is possible, including, as it does, besides Charles Everett Johnson, such men as C. Allan Gilbert, Will Foster, McClelland Barclay, Harry L. Timmons, Arthur Henderson, Frank Snapp, R. F. James, Andrew Loomis, and others. No such group of distinguished artists ever before has been available to advertisers. Supply has answered demand.



A Baker's Campaign Addressed to Men

British Columbia Bakery Continues Its Drive, Commenced During the War, to Give Housekeepers More Time for Other Activities by Buying Baker's Bread—Appeals to Men's Sense of Fairness.

VANCOUVER, B. C., is distinctively a "baker's bread" city. This is true despite the fact that 60 per cent of the women in that city bake their own bread, according to Shelly Bros., Limited, bakers of that city.

Shelly Bros., one of several large bakeries, had a large percentage of the bread trade in Vancouver. But they were not satisfied. Though many families used baker's bread exclusively, in countless other homes it was not welcomed, for home-made bread held sway. The firm set out to convert those bread-makers into bread-buyers, through the use of advertising. The bakers found it easy to use the war to advantage in its advertising, but when the war came to an end a new theme was needed. The theme was found in the husband. Now all of the advertising is directed to the married man.

Before this bakery embarked upon its advertising journey at the beginning of the war it obtained survey of the time required to convert a fifty-pound sack of flour into bread. It took, they found, fifteen hours, including the assembling of materials, the cleaning up of utensils, etc. Thus the campaign showed how there were "fifteen leisure hours in every fifty-pound sack of flour"—and fifteen leisure hours at that time struck home to the average housewife desirous of knitting and doing Red Cross work for the soldier boys.

W. C. Shelly, in telling about the initial campaign, said: "In an early advertisement we showed a woman knitting socks for the boys in the trenches in the time she would otherwise be baking. The



**Mr. PUNCH
does not claim to
be a prophet or
even the son of
a prophet, but he
is beyond doubt**

**THE FATHER
of
HANDSOME
PROFITS**

**for advertisers of
high-class goods or
service who use his
pages. Ask them!**

**ROY V. SOMERVILLE
Advertisement Manager, "Punch"
16 Bouverie Street
London, E. C. 4**

Keeping Up With The Times

A FACT A WEEK

Washington, October 23.
To the Editor of The Times:

What is the circulation of The Times and how does its circulation compare with those of the other Washington papers?

ADVERTISER.

The Times is second among the Washington papers in daily circulation.

The most recent figures of all Washington papers are in the sworn semi-annual statements filed this month with the Post-office Department. They show for the past six months:

Net Paid
Daily
Circulation

First paper.....	92,860
A LOSS of 8,783 from April	
THE TIMES.....	59,880
A GAIN of 1,871 over April	
Third paper.....	56,789
A LOSS of 5,050 from April	

It is noteworthy that The Times is the only one to show a circulation gain over last April's statement.

The Washington Times
WASHINGTON, D. C.

sock was placed upside down—the woman had apparently worked from toe and heel to the top—as a 'key.' We actually received hundreds of letters and telephone calls telling us that we didn't know how to knit socks. Our next advertisement appeared telling the housewives that while 'we didn't know how to knit socks, we certainly could bake bread.' The moral being for the woman to knit while we did the baking."

That was in January, 1918. During the summer that followed the campaign showed the woman of the home down at the beach or in the park, with the children, enjoying the out-of-doors.

"This year," stated Mr. Shelly, "J. C. Jeffrey, who handles our advertising, believed that he would have to adopt a new approach while using the same selling idea. With the knowledge that women usually read advertisements that give 'inside' information to men—and that the 'bone of contention' in every home is the short hours and freedom of husband as compared with the steady grind of the busy housekeeper, we planned the attack accordingly."

The advertisements, headed a "Tip To Hubby," were appeals which have had a far-reaching influence in getting women to quit baking and buy bread. One of these advertisements which carried the following text, is typical of the series:

"Bet you never thought of it, but isn't it just a wee bit selfish to sit there on the veranda, your feet upon the rail—'pipe-dreaming'—while that little housekeeper of yours works over a sink full of messy pots and pans, or finishing up the day's 'odds and ends'? Have a heart! Help her keep those rosy cheeks of hers. 'Put her next' to baker's bread. Take her out on the veranda with you.

"Be a real sport. Step into a grocery store and ask for a loaf of Shelly's 4-X Bread—it's the best. Take it home and tell her to quit baking for the summer. Watch her smile."

"Since this campaign commenced," Mr. Shelly says, "we have been forced to enlarge our



*Counsel, Art and Typography
for Advertisers*

PERLEY, BERTSCH & COOPER

"Why is it," said one of our clients recently, "that with your unequaled facilities for producing Illustrations, Designs and Hand Lettering, as well as Typography, your own advertisements contain neither Illustrations, nor Designs, nor Lettering?"

The answer is, that as designers of *complete* advertisements, it is our business to know when to use Illustrations, Designs, Lettering and Typography—and when not to.

One of the greatest advantages of producing all of these advertising elements in our own establishment, is that we are in a position to choose them disinterestedly, as well as combine them effectively.

59 EAST VAN BUREN STREET
CHICAGO

plants twice. Thousands of women have quit baking. In Victoria, we are baking on an average of one loaf for every four men, women and children in the city. Our sales chart is going upward by leaps and bounds, and while operating in Vancouver, Victoria, New Westminster and Nanaimo, we have also taken over several of the bakeries of our competitors."

Sees Value of Co-operation of Publisher and Advertiser

ONE of the first things that strikes a student—or even a casual observer—of American advertising methods is the close collusion between the advertiser himself and the publisher of almost every paper in which he advertises—certainly every publication that counts as an important medium.

One characteristic marks advertiser and publisher alike—an analytical mind that is only satisfied by facts and figures. The advertiser on his part works with zeal in the accumulation of scientific data dealing with every phase of this advertising, reducing it to figures and decimal points. The publisher, on his side, appreciates the need for presenting to the advertiser facts and figures relating to his publication, its influence, its readers, its results; and not merely that, but he does the same with the field or market that his publication covers.

This craving for basic truths has in the application of the results been good for American advertising. The tabulations of the publisher enable the advertiser to apply his advertising with a greater certainty of productivity. The spirit in which both sides work is conducive to experiment, and in experimenting that "something new" that means progress develops.

The standard which determines the efficacy of advertising is surely results. It may be a very debatable point as to whether it is the function of the newspaper

proprietor after selling so many columns of space to ascertain the results which have been achieved. In some cases he may be afraid lest the results should not have reached that standard which would entitle him to a continuity of orders for space, and that by withholding co-operation in an endeavor to assess in terms of commerce, the business pulling power of certain ads, his paper would maintain its *status quo*.

But it is in the newspaper proprietor's interest, as well as in that of the national advertiser, to cooperate to find out the results which have accrued by means of certain advertisements through a particular medium. A paper which has proved its merit in influencing business, or at least shows a willingness to test its sphere of influence, is not going to be let down.

Better commercial relations ought to be encouraged between national advertisers and all advertising agencies, with a view to improving the status of both. There is need for a more clearly defined point of contact between papers and the advertising clients, and an immediate point of mutual concern is the need for an enquiry into the best methods of achieving a particular end.—*The Advertiser's Weekly*, London, Eng.

Silver Bullion Worth More than Coins in Europe

Reports come from England and France to the effect that speculators are buying up silver coins and melting them into bars for foreign shipment. At the prevailing price of silver, bar silver is worth more than the money value. China is short of silver and its demands have occasioned the advance in price.

In Paris recently there was a small change crisis, five men being arrested who were found purchasing silver coins from street-car and motor-bus conductors, waiters and other persons. The British Government has made it illegal to melt or break up the silver coin currency.

America is not affected by the situation but in Europe current money is worth less than its normal gold value.

Albert S. Hall, who has been statistician for the State Journal Company of Lincoln, Nebr., will become assistant advertising manager of *The Nebraska Farmer*, Lincoln, on November 1.

A NY Rotogravure section is a great source of added interest and value to a newspaper. And when, instead of mere pictures of this and that, a Rotogravure magazine is devoted entirely to moving pictures, the interest among readers and the value to advertisers is increased a hundred fold.

THE PHILADELPHIA RECORD

Motion-Play Magazine—16 pages of Rotogravure pictures and news—free every Sunday. Circulation more than 140,000. Rates 40c per line, grading down to 30c on 52-time contracts.

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

CHICAGO
People's Gas Bldg.

NEW YORK
Fifth Ave. Bldg.

AND

The Graphic Newspapers, Inc.

CHICAGO
People's Gas Bldg.

NEW YORK
450 Fourth Ave.

The Farm Paper Situation

A convenient reference table for advertisers showing the circulation and advertising rates of the first eighteen farm papers in Eastern and Western Canada.

Name of Publication	Where Published	Who Published	Date of Circulation Figures
*Family Herald and Weekly Star	Montreal, Que.	Wex	3-31-19
1. *Grain Growers' Guide	Winnipeg, Man.	Wex	6-30-19
2. *Nor' West Farmer	Winnipeg, Man.	S.M.	6-30-19
3. *Farmers' Advocate	Winnipeg, Man.	Wex	6-30-19
4. *Canadian Countryman	Toronto, Ont.	Wex	6-30-19
5. *Free Press & Prairie Farmer	Winnipeg, Man.	Wex	6-30-19
6. *Farm and Ranch Review	Calgary, Alta.	S.M.	3-31-19
7. *Canadian Farmer	Toronto, Ont.	S.W.	6-30-19
8. *Farmers' Advocate	London, Ont.	Wex	6-30-19
9. †Rural Canada	Toronto, Ont.	Mon	4-15-19
10. *Farmers' Magazine	Toronto, Ont.	S.M.	6-30-19
11. *Canadian Thresherman & Farmer	Winnipeg, Man.	Mon	12-18
12. †Weekly Telegram	Winnipeg, Man.	Wex	5-1-19
13. *Ottawa Farm Journal	Ottawa, Ont.	S.W.	3-31-19
14. *Weekly Witness	Montreal, Que.	Wex	6-30-19
15. *Farm and Dairy	Peterborough, Ont.	Wex	6-30-19
16. *Farm and Home	Vancouver, B. C.	Wex	10-1-19
17. †Maritime Farmer	Suzex, N. B.	S.M.	7-1-19

Total circulation in each Province, Seventeen Papers.

Average for Seventeen Papers.

* A. B. C. Figures † Publisher's Statements

SUPREME IN THE WEST

Advertising Rate Per Line for Western Edition of the Family Herald and Weekly Star.

.25c

Publication	Circulation in Western Canada	Advertising Cost Per Line	Advertising Cost Per Line Per 1000
Family Herald and Weekly Star	65,513	.25	.0038
Next Largest	61,672	.40	.0064
Next Largest	61,083	.40	.0065
Next Largest	35,543	.25	.0070

The Family Herald and Weekly Star reaches one in every 3.3 farms in Western Canada (1916 Census).

SUPREME IN THE EAST

Advertising Rate Per Line for Eastern Edition of the Family Herald and Weekly Star.

.25c

Publication	Circulation in Eastern Canada	Advertising Cost Per Line	Advertising Cost Per Line Per 1000
Family Herald and Weekly Star	73,306	.25	.0034
Next Largest	30,157	.25	.0083
Next Largest	29,261	.20	.0068
Next Largest	28,405	.15	.0052

The Family Herald and Weekly Star reaches one in every 4.2 farms (exclusive of French) in Eastern Canada (1911 Census).

Situation in Canada

Advertisers desiring further details of farm paper circulation in Canada are invited to write for a bulletin showing the distribution of each paper by Provinces.

When Published	Date of Circulation Figures	Circulation in Western Provinces	Circulation in Eastern Provinces	Total Circulation in Canada	Adv. Rate Per Line in Canada	Adv. Rate Per Line Per 1000 in Canada
					Cents	Cents
We.	3-31-19	65513	73306	138819	.40	.0028
We.	6-30-19	61672	547	62219	.40	.0064
S.-M.	6-30-19	61083	792	61875	.40	.0064
We.	6-30-19	35543	333	35876	.25	.0069
We.	6-30-19	3885	29261	33146	.20	.0060
We.	3-31-19	32184	734	32918	.10	.0030
S.-L.	6-30-19	32049	122	32171	.20	.0062
S.-W.	6-30-19	1990	28405	30395	.15	.0049
We.	6-30-19	232	30157	30389	.25	.0083
Mon.	4-15-19	8391	21746	30137	.20	.0066
S.-M.	6-30-19	5417	18386	23803	.18	.0075
Mon.	12-18	23000	200	23200	.22	.0094
We.	5-1-19	21904	...	21904	.06	.0027
S.-W.	3-31-19	402	20408	20810	.08	.0038
We.	6-30-19	4935	13159	18094	.06	.0033
We.	6-30-19	699	13821	16520	.12	.0072
We.	10-1-19	14555	87	14642	.08	.0053
S.-M.	7-1-19	...	8745	8745	.07	.0077
		307941	188903	496844	3.02	.0060
		18114	11106	29226	.17

Minimum Rate

SUPREME IN ALL CANADA

The figures in the table above prove the absolute supremacy of the "Family Herald and Weekly Star" in each of the two great trade divisions of Canada—east and west of Winnipeg.

As a National farm paper, covering Canada from Coast to Coast, the "Family Herald and Weekly Star" gives advertisers twice the circulation of any other farm publication at less than half the cost per line per thousand.

Members A. B. C.

The Family Herald and Weekly Star

Canada's National Farm Paper

Montreal

(Established 1870)

Canada

New York

DAN. A. CARROLL,
Tribune Building

Chicago

J. E. LUTZ,
1st Natlional Bank Bldg.

Why Filene's Discontinued Extra Charge for Credit Accounts

Change to Old Basis Not Due to Curtailment of Business but Because of Unpopularity with Public, Says Filene.

IT has happened—the expected, or unexpected—according to the viewpoint one had of the matter. The Filene store in Boston has discontinued its special charge of 50 cents a month for using a credit account and of 10 cents for each delivery.

Ten months ago Filene's startled the retail world—and its customer-public also—by inaugurating this new method of doing business. It was, they affirmed, the right thing that those who did not use service should not be required to pay the expense for those who did. A general campaign of education was undertaken. The advertising was frank. It explained that all the costs of running a store must be included in the price of the goods; that it was proposed simply to segregate the credit and delivery expense and charge them only to those who used these services. "Pay only for what you get!" was the slogan adopted in connection with the campaign.

In the meantime, the retail world looked on. Many were the discussions pro and con, and the general attitude settled to one of watchful waiting. Other Boston stores began to take what advantage they could of the situation; to advertise "No charge for deliveries or running charge accounts" or to suggest that it was just as reasonable to require payment for use of the elevators as for use of the charge account.

And now the speculation about it is over. The plan is discontinued. In a notice sent to their customers, Filene says:

"The separate charge has been discontinued..... despite the fact that during the ten months it has been in effect our business has been larger than ever. The increase, both in dollars and cents and in percentage was greater than in any similar period in our history (excepting when we moved

to this new and larger store), although the profit percentage was lower than usual.

"The charges for service have been discontinued for one reason and one reason only, viz., that the public, while approving the principle, is evidently not ready for the practice and prefers to have the price of service included in the cost of merchandise, as heretofore."

WASN'T LIKED—THAT'S ALL

The impression prevails, and probably will remain, that Filene's business was seriously affected. This is not, they say, however, the reason for the change. "It was simply because the plan appeared to be unpopular with the public that we went back to the old basis and not because of any noticeable effect on our business. Of course it seems probable that business was affected to some extent, although not evident from the figures; for the increase in business has been large. Of course, too, the proportion of increase was greatest on the cash business. But so far as we could see, the principal effect of the plan was to make the customer who formerly said 'Charge it and send it' now take the cash out of her pocket-book and say 'I'll take it with me.'

"But that the public did not like the plan was made known to us in various ways—through letters from our customers, through the complaint department, from reports of our salespeople, from the passing comments of the crowd. The public was evidently not ready for the plan—its preference was for an indirect tax; and it proved difficult for one store alone, whatever its advantages, to make a direct specialized tax popular."

Anyway, it goes to prove that what the public wants the public gets.



Service which was tested

Although every man in this organization was a volunteer and served in the U. S. Army, each was but following the keynote of his Agency career: "Service."

In Army life, promotion, "mentioned in orders" or other rewards for service are achieved.

In civil life, the clients of this Agency find that service is still the keynote of our work; and rewards achieved are the satisfaction of increasing the business of our clients. Let's go!

THE CLIFFORD BLEYER CO.
Advertising
20 EAST JACKSON BOULEVARD
CHICAGO



Here are the boys of the Sterling Engraving Company that we have been telling you so much about. The picture was taken August 2nd at an outing given them by Mr. Schuetz, president of the firm and one of the boys.

We shall never forget that outing! After a perfect day of song and jollification it was announced that the company would share the year's profits with the boys. Did the boys cheer? You know they did.

After that
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THE STERLING ENR
200 WILLIAM STREET - 10TH & 3



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jollie-
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year's
boys
After that big event, which was entirely unexpected, the boys presented their executive with the handsome loving cup pictured on the right and as they drank to Mr. Schuetz that day, so they work with him throughout the year to maintain the "Sterling Quality" of the printing plates they produce.

If you are not already using "Sterling Plates" it is time you are getting acquainted with them.



ENGRAVING COMPANY
H & 36TH STREET - NEW YORK



A Bottle of Ink And a Pen

have in them the possibilities of a masterpiece.

Intrinsically they have nothing to do with its creation.

Combined with genius they may decorate a gallery. Combined with ability and an inborn sense of merchandising they may create an advertising success.

In Hawtin Studio illustrations the merchandising appeal is inherent and satisfying when results are counted.

HAWTIN ART STUDIOS

Illustrators for advertisers

19 South
Wells Street



CHICAGO

Advertising Can Turn Public Taste to Better Home Furnishing

The "Golden Age" Will Come Again, Largely as Result of Education by Manufacturers

By James Wallen

WHEN advertising in America was in its infancy, we assumed that its function was merely to describe merchandise that one had for sale. To-day we have an entirely different conception. We realize that the business of advertising is to create new habits of living. It is no longer considered an accomplishment to skillfully describe that which we have for sale. One must emphasize its utility and beauty and thus induce desire.

I had the good fortune to prepare a series of advertisements on the Big Ben Alarm Clock. Mr. LeRoy of Westclox conceived the idea that one could not sell a mere alarm clock for \$2.50; that it was necessary to sell a habit. The message of Big Ben to young America was built around the fact that the "getting-up" habit is the prelude to prosperity and power. Of course this is a very old idea but the Big Ben campaign connected the ancient thought with a modern vehicle for its accomplishment. While I was preparing some Big Ben copy, it occurred to me one day that America had had two Big Bens. Big Ben the first said, "Early to bed and early to rise, makes a man healthy, wealthy and wise." Big Ben the second is helping men to carry out this injunction. The advertisement was, of course, illustrated with a portrait of Benjamin Franklin.

In the selling of furniture, you present an ideal of better living conditions in a refuge from the world of care, where love may be cherished. In brief you offer a home that is easy to live in, more alluring than a thousand and one

Portions of an address before the Salesmen's Association of the Sterling & Welch Furniture Store, Cleveland.

other places. Charles Dana Gibson once described a girl model as "easy to look at." We have all seen homes which were not easy to look at. The entire function of advertising, in connection with home-furnishing, is to create active ambition for a better home.

We cater in the house-furnishing trade to a very primitive but lovely instinct. J. Henri Fabre, the French naturalist, said, "In the building of the nest, the family safeguard, we see the highest manifestation of the faculties of instinct. That clever architect, the bird, teaches us as much; and the insect, repeats the lesson, telling us that maternity is the supreme inspirer of instinct. Entrusted with the preservation of the species, which is of more importance than the preservation of individuals, maternity awakens in the drowsiest intelligence marvelous gleams of foresight, it is the thrice sacred hearth where are kindled those mysterious psychic fires which will suddenly burst into flame and dazzle us with their semblance of infallible reason. The more maternity asserts itself, the higher does instinct ascend."

INSECTS BUILDING FOR THE HOME

"In this respect no creatures are more deserving of our attention than the Hymenoptera, upon whom the cares of maternity devolve in their fulness. All these favorites of instinct prepare board and lodging for their offspring. They become mastercraftsmen in a host of trades for the sake of a family which their faceted eyes will never behold, but which is nevertheless no stranger to the mother's powers of foresight. One turns cotton-spinner and produces cotton-wool bottles; another sets up as a basket-maker and weaves hampers

**HARRY MARX**

Mr. Marx is now a member of this organization.

He has been chosen as one of the staff of these studios because he so well typifies the standard of intensive service that marks our association with our clients.

His wide experience in the diversified branches of art work, engraving and printing permits him to give expert attention to his duties as one of our production executives.

Our steadily growing personnel allows us to increase the quantity of our output with no sacrifice of quality.



Louis C. Pedlar, Inc.

Counsel In Art

**95 Madison Avenue
New York City**

Phone, 511 Madison Square

out of bits of leaves; a third becomes a mason and builds rooms out of cement and domes of road-metal; a fourth opens pottery-works, where clay is kneaded into shapely vases and rounded pots; yet another goes in for mining and digs mysterious chambers in the warm, moist earth. A thousand trades similar to ours and often even unknown to our industrial system enter into the preparation of the abode. Next come the provisions for the expected nurselings; piles of honey, loaves of pollen, stores of game, preserved by a cunning paralysing-process. In such works as these, having the future of the family for their sole object, the highest manifestations of instinct are displayed under the stimulus of maternity."

So it is this instinct of nest-making which concerns us. The wholesome family idea is the base on which our business structure is developed. That is why the revolutionary ideas so prevalent in Europe at the present time, are excessively dangerous to the commercial world. The socialization of women, as advocated and practised in Russia, would mean the destruction of the home and the ruin of the social fabric. The business of home-furnishing is a very vital factor in the maintenance of the social order. The advertising and selling of the things which go to make the home attractive helps to stabilize society.

We speak with awe of the great advertising appropriations of today, but when we consider the elaborate publications issued by the fathers of furniture design, our achievements do not loom so large. It must have taken a good deal of courage to issue such elaborate examples of direct advertising as Sheraton's "Drawing Book," Manwaring's "The Cabinet and Chair Maker's Real Friend and Companion," Hepplewhite's "The Cabinet-Maker's London Book of Prices and Designs," and the superb portfolios of engravings issued by Robert and James Adam.

It is only through such general publicity that the message of fine furniture could have been given to

The Dayton Daily News

Is read in 12,000 more Dayton homes than Dayton's other evening paper—and in over 15,000 more Dayton homes than Dayton's morning paper.

The Dayton Sunday News

Is read in over 4,000 more Dayton homes than the other Dayton Sunday paper.

The Springfield Daily News

Is read in 4,500 more Springfield homes than the only other Springfield daily paper.

The Springfield Sunday News

Is read in 1,500 more Springfield homes than the only other Springfield Sunday paper.

What more need be said if you
want to reach the HOMES?

NEWS LEAGUE OF OHIO, Dayton, Ohio

MEMBERS A. B. C.

* New York—I. A. Klein, Metropolitan Tower
Chicago—John Glass, Peoples Gas Building

the world. These publications stimulated other furniture makers to copy the designs, oft-times without even a grateful thought for the originator.

We are returning to the spirit of arts and crafts in the days of the Renaissance, which as Julia Addison tells us, was found in Florence when the great artists turned their attention to the manipulation of objects of daily use, Benvenuto Cellini being willing to make salt-cellars, Sansovino to work on ink-stands, and Donatello on picture frames, while Polajuolo made candle-sticks.

This setting of a high standard of design, affects even those articles of cheap manufacture. There is really no reason why an inexpensive thing cannot be made on aesthetic lines. In fact Emil Reich contended, "An artistic object is generally one that uses very much less material than an inartistic one; and for this reason alone it is cheaper. And even should the labor spent on it be dearer, it is yet cheaper in that it sells better. A cultivation of the artistic sense is one of the surest means of learning thrift. One artistic thing on a mantelpiece is a greater decoration of the room than fifteen costly knick-knacks without a trace of art."

I believe that advertising is leading the way to day-by-day art. Of necessity, advertising is based on the promise of something finer. The manufacturer engages a copy-writer who evolves such a glorious aura about the work of the shop that it is necessary to bring the goods up to the description.

Rose Stahl said that the hardest task of an actress is to live up to her lithograph. This is also the most difficult problem of the advertiser. We are being admonished that advertising must be based on truth. The word, "truth," forms the symbol of the Associated Advertising Clubs of the World. The real interpretation of the motto, "Truth in Advertising," can only be made in the factory or store, because the advertiser is continually confronted with visualizing the dream of the copy-writer. This seems in line

with progress and entirely justifiable.

I do not think that modern methods of advertising and selling can be charged with depreciating the public taste. To my mind, good taste in America was at high ebb in that golden time when Duncan Phyfe was making furniture, Samuel McIntire designing Salem houses, Paul Revere producing exquisite silver, Simon Willard and Seth Thomas setting the standard for clocks and Baron Stiegel evolving fairy-like glassware. This covers the period from 1700 to 1800. These early American craftsmen did a fairly good amount of advertising on their own account. After they passed, there was little real craftsmanship and less good advertising. We then descended to a degeneracy in interior decoration that was appalling.

Surely no aggressive advertiser or merchandiser could be held responsible for the Erie Canal period of home-furnishing. Nothing could have caused the vogue of Eastlake furniture but a lack of educational publicity to counteract it. We have gotten over the idea that to be artistic a thing must be exclusive. The spread of good taste in America has to be credited to those advertisers who have had the courage to make a popular appeal for fine things.

C. E. Boyd Succeeds H. C. Dart

Charles E. Boyd, who has been associated with H. C. Dart, in the conduct of the Detroit Better Business Bureau, has been made secretary of that organization, succeeding Mr. Dart, who has become advertising manager of the Paige-Detroit Motor Car Company.

With McCord Mfg. Co.

Malcolm McCormick, who has been with the Burroughs Adding Machine Company, Detroit, and with Chalmers Motor Car Company, Detroit, is now in charge of sales and advertising for the McCord Manufacturing Company, maker of "The Heath Duplex" truck bodies at Detroit.

C. H. Rollings, Sr., Is Dead

Charles H. Rollings, Sr., who during the last few years has been with the advertising department of the Brooklyn, N. Y., *Citizen*, and who was at one time with the *American Banker*, New York, died at Brooklyn on October 27.

Imagination and Transportation

When you say "Transportation" to a man with an imagination, he instantly visualizes countless trains speeding across the country, ships under full steam, thousands of trolley cars, motor cars, trucks, bridges, tunnels and tubes. He sees other lands, other cities and other activities.

Some thirty years ago, a man with an imagination had a cake of soap. He saw with his mind's eye a market for that product. To reach it, he needed transportation. He chose advertising. Today, millions of cakes of that soap are bought and used annually.

The soap concern is still advertising, still using the best known business transportation to drug stores, grocery stores and department stores and out again into homes. Everyone knows about that piece of good merchandise and it is the emblem of cleanliness to half the world.

If you make a first class piece of goods and want to increase your market or insure it for the future, we would like the privilege of discussing advertising with you. We have some clients who are using our imagination and getting very tangible results.

Croot & Denhard, Inc.
Advertising

44 East 23rd Street, New York

Telephone, Gramercy, six-two-seven

The Method of
COLLINS-KIRK-INC

THIS agency believes that money spent in advertising before a definite, logical plan is formulated is really money gambled.

Until we are satisfied we have solved every intricacy of an advertiser's distribution possibilities; until we are positive that our plan of campaign is right, not a penny of the client's money is put to work.

For instance, a recent investigation for the Hart-Parr Company, Farm Tractor manufacturers, forcefully demonstrated the value of such analysis and clearly defined the program we are following.

We believe there are many advertisers who are seeking such an agency connection. Perhaps we can serve them. We would, at least, be pleased to counsel with them.



COLLINS-KIRK-INC
Merchandised Advertising

FINE ARTS BUILDING
410 S. MICHIGAN AVE.
CHICAGO

Telephone, Harrison 9864

Sampling Merchandise to Fit It to the Market

Julius Kayser & Company Preceded Present Advertising Campaign with an "Experience Meeting" of Buyers

HOW does the manufacturer find out just what kind of garment to make, especially when it comes to underwear where alterations are not possible? There are so many types, both among men and women. But women, perhaps, even as their famous Egyptian sisters of old, possess more infinite variety in figure as well as in personality. There is the "perfect 36"; the tall, slender, willowy type; the short, overly-plump variety; those whose figures are disproportionate in some particular—almost as many types, in fact, as there are wearers of garments. And each individual demands fit, comfort, style, as well as durability. How can any manufacturer please them all?

One firm, Julius Kayser & Company, has solved the problem by sending out hundreds of garments on approval and by getting the viewpoint and criticism of the women themselves. This is how they went about it.

The company's salesmen were asked to send in the names of their best, most intelligent buyers throughout the country. Then a letter was sent to these buyers telling them that the firm wished to send out a number of their suits of Marvelfit knit underwear on trial and asked if these buyers would co-operate in the effort to produce a perfect fitting garment by accepting a number of suits to be distributed among the most discriminating saleswomen in their department. The letter asked that the buyers distribute them among as many types of the 36 size as possible and to advise the firm how many suits could be used.

The buyers were enthusiastic in their co-operation and the letters poured in, some asking for three or four suits, some for half a dozen or more. And out the suits

were sent, suits for slender women, suits for stout women, suits for women large at the hips and narrow at the shoulders, suits for those of the reverse type, suits for the long waisted, suits for the short waisted—suits for every kind of figure.

The suits were tried and criticised. The women who tried them wrote back the frankest kind of letters telling just what was wrong with them from their own personal viewpoint. They went into detail as to what they like in a suit, mentioning the special points necessary to fit their particular type of figure.

DOUBLE CRITICISM

A card record was kept in the office of the buyers' names, of the number and type of suits sent to each, and the information received was tabulated according to the alterations suggested. Not only did these women tell what was wrong with the Kayser suit which they had tried out but they told their pet complaint against knit underwear in general. With these complaints in hand, a hundred or more of them, the company set to work, ripping, cutting, testing, in an attempt to produce a garment to fit every style of figure. Eventually a hundred knit suits were ready for their final test and were sent out to the same buyers, in the same numbers, and in the styles that had been previously requested.

This time the letters were those of praise instead of criticism, though quite as intimate. The defects had been remedied. Shoulder straps stayed in place, suits that were long enough for a tall 34 were narrow enough; those that were short enough for a stout 40 were wide enough; the woman with plump shoulders didn't have to cut out the arm

size to make the suit comfortable. But this final test from the women who had tried the first lot of suits sent out, was not enough. When the letters that proved the garments satisfactory to these women were all in the company then took another carefully selected list of the best buyers themselves of discriminating home women, and others, and sent out the third lot of suits to an entirely new list of individuals asking for criticism and suggestions on how to improve the models. The replies were so gratifying that the firm selected several of the letters of testimonial which came in to use in its advertising campaign, which it then considered the merchandise warranted starting.

The result of this effort to adapt the garment to the type of figure is an extensive newspaper advertising campaign which began the last week in September in New York, Boston, Chicago, Philadelphia, Kansas City, Los Angeles, San Francisco, St. Louis, Atlanta, and Memphis. Full-page and three-quarter-page space is being used to tell the story of Marvelfit knit wear and how it came to be the marvel fit kind of garment. The copy hits upon the reader's wants in almost every line. "Not how they look—but how they feel when you wear them" one of the catch-lines runs. And later on in the copy, "now comes a knit union suit *shaped to fit*. . . . the shoulders don't go straight out, they *slope* to fit your shoulders. The arm sizes are not just slits, they are *shaped*, and they are *roomy*. The back is narrower than the front—the front is shaped to fit—the fabric is soft and "gives"—the seat is specially shaped to stay closed:

"And this is why, from women who are stout and women who are short, from women who are tall and women who are slim have come the letters that show how Kayser Knit Underthings have given them an entirely new idea of knit underwear.

"You won't know how good-looking and how comfortable a knit union suit can be until you've worn one made by Kayser. Go

to any department store to-day and ask for your size. Go home and put it on. See how perfectly it fits, how slender and shapely you look in it!"

This copy is aimed at the fastidious woman who likes to feel that she is buying a suit that hasn't been returned by some other purchaser because it didn't fit. The best stores, of course, do not permit this return of a tried-on-and-found-wanting piece of such wearing apparel. But neither does the fastidious woman—or any other, for that matter—want to find a thing unsatisfactory from a comfort standpoint and have to keep it because it does not come in the returnable class of merchandise.

WHEREIN THE PRODUCT NOW GIVES GREATER SATISFACTION

"Many advertising campaigns are started too hurriedly," says Nat Olds, of the company. "Advertising is a straight out and out investment. It should be no better than the merchandise it features. As a matter of fact any company's merchandise should be far better than its advertising. The weakness of much advertising is that it is not correlated with the selling end of the business. We're trying, through this advertising we are now doing, to correlate it to selling in three directions—

"1.—By satisfying the woman who wears it.

"2.—By satisfying the retailer by giving him goods on which there will be no come backs.

"3.—By satisfying ourselves by advertising goods that will stand the criticism of particular people."

In order to meet these demands, to get the merchandise just right, the manufacturer must experiment. Experimenting costs high, but it pays.

H. J. Closson Succeeds D. M. Alkire at Royal Typewriter Co.

H. J. Closson, who has been manager of the Boston office of the Royal Typewriter Company, New York, has been made sales manager of that organization, succeeding D. M. Alkire, who has become president and general manager of the Automotive Tractor Corporation of America, Buffalo.

-Ing-Rich-

Porcelain Enamel

Signs

Neither time nor weather will impair the attractiveness of Ing-Rich Signs. Made of high grade mineral porcelain fused into a specially rolled sheet steel base Ing-Rich Signs retain their original brilliancy indefinitely. They are both effective and economical. That's why they're reused so consistently by hundreds of the biggest advertisers in the country. Any design and combination of colors. Write now for sketch and prices. No obligation.

Ingram Richardson Manufacturing Co.
College Hill Beaver Falls, Pa.



Twenty Million Dollars In Building Program at Janesville, Wisconsin

THE General Motors Company had mapped a generous building program for its Samson Tractor unit in Janesville, but with the enlarged plans for immediate development, the activities assume major proportions and what is said to be a twenty million dollar building project to be completed by June 1st, 1920, has been announced.

Huge factory buildings to house a complete farm implement plant, a mammoth warehouse, a large parts and service building, an electric power sub-station to transform 66,000 volts from the Wisconsin River, one hundred miles away; and five hundred new houses will be erected at once.

This is all in addition to the structures either already completed or in course of construction, which include two tractor plant units, the largest foundry in Wisconsin, and a very large heating plant.

Several hundred homes have already been built and new people are taxing the housing power of the city.

THE JANESVILLE DAILY GAZETTE is keeping pace with the development of the city and offers to advertisers a thorough distribution in this territory. There is every reason for the serious consideration of the Janesville field now, when the introduction of goods places the manufacturer on the ground floor of a big future development.

Ask for a copy of the "Samson Program" as it appeared in a recent issue of the

Janesville Daily Gazette

Janesville, Wisconsin

A. W. ALLEN
1336 Peoples Gas Building
Chicago, Illinois

M. C. WATSON
286 Fifth Avenue
New York City

What's Going to Happen When Prices Drop?

(Continued from page 12)

will be merely a suit of clothes and not a spring suit, a summer suit or a winter suit.

"We are simply overwhelmed to the point where we have to disregard seasons and make all the year around clothes. If this indicates any nervousness or holding back on the part of retailers then I am a very poor judge of conditions.

"Personally I am sure that there will be no holding back for next spring or for next fall. I think trade will be extremely good for everybody from the manufacturer down to the retailer. Beginning with the fall and winter of 1920 it wouldn't surprise me at all to see things tighten up for the reason that people will no longer buy at the higher prices. This can mean only one thing. Manufacturer and retailer will have to get along with a smaller profit. Prices will have to drop. In a little while after that time things will work around to the point where we will be paying somewhat less for raw material. But our cost of making garments will not decrease. The high prices paid to labor are here to stay. This merely means that hereafter the people who make the clothes this firm sells will be getting a considerable portion of the profit that formerly went to the firm.

"Of course if the thing works around to a point where there are more people after jobs than there are jobs then the wages paid labor will drop in proportion. But I do not see any reason why this should be.

"When the drop in prices comes we are going to face it frankly and take our medicine. Naturally we shall co-operate with our customers in every way possible. And I am here to tell you that the slump will be absorbed by all concerned without a ripple. Retailers are seeing things at night just as they did four or five years ago when prices began to shoot up. They feared then they would go

WORCESTER Mass. GAZETTE

"The Paper That Goes Home"

OCT. '19 CIRCULATION

*Every Night
30,000
GAZETTES*

Are Distributed and SOLD
Throughout the Whole of
WORCESTER and
WORCESTER COUNTY

The exceptional increase in circulation made by The Gazette within the past three months gives it a distribution that covers the evening field in Worcester's trading zone. The Gazette today, as it has been for some years, is the dominant factor in Worcester's advertising field.

It gives The Gazette an evening circulation larger by thousands than any other paper in Central Massachusetts.

It gives to Gazette advertisers the best buying force within a 20 mile radius of Worcester.

*It Gives Its Advertisers An
Evening Circulation
Greater in the City
Greater in the County
Greater in the Homes.*

**For WORCESTER—
the "GAZETTE"!**

Foreign Advertising Representative:
THE JULIUS MATHEWS SPECIAL AGENCY
CHICAGO NEW YORK BOSTON

Live Department Store Advertising Manager WANTED

For big job that will grow bigger with the right man.

He may be in much smaller job now. Will have able men to help him, if necessary. But real experience in advertising and merchandising is necessary, and the man must have definite ability to develop.

Write fully about yourself. State experience and salary expected—in complete confidence to

Street & Finney, Inc.
171 Madison Avenue,
New York

(No personal applications at this time)

broke. As a matter of fact they have made more money than ever before. In just a little while high prices seem to be as much a part of America's business life as if they had been with us always. Lower prices will be the same."

HALTING SALES

The second clothing man said he was going to hold off the apportionment of his goods until the latest practicable moment in an effort to look as far ahead as possible and anticipate price conditions.

"When I say apportionment of our goods I speak advisedly," he said. "We have more orders than we possibly can fill. Just to-day our sales manager submitted to me an order of \$10,000 for spring delivery. I instructed him to cut it down to \$5,000. This is the way we have been doing all along.

"This is nearly November and yet we have not sent out our salesmen on next spring's business. In about another month they will go out. You probably will wonder why we send out salesmen if we already are oversold. We do this so we may be sure that our available supply of goods is apportioned fairly among our retail customers. We can consider it good business and good advertising to do this. Handling the orders late in this manner it ought to be a fairly easy proposition to look ahead sixty days or so and get a moderately accurate view as to prices. Then we can price our goods accordingly. If a decline comes it is practically sure to be a moderate one that can be absorbed without the slightest difficulty.

"The policy we are following out in this respect is in accordance with advertising principles of which I have read so much in PRINTERS' INK. We are looking toward the future and not to the present. We might go along for a year or possibly for two years and sell every stitch of clothing that we possibly could get out. We could sell this without hardly a nickel's worth of advertising or selling expense. Retailers big and little are clamoring for our goods.

49 MILLION BARRELS of FLOUR

were used last year by the bakers of the United States. And this was only one item. Stop and consider all the various things that were purchased by the bakers in those twelve months, such as shortening, sugar, eggs, extracts, raisins, yeast, malt extract, baking powder, powdered milk and a thousand other things that are used every day in the modern bake shop.

Then there's the machinery they bought—ovens, dough mixers, dividers, rounders, proofers, moulders, cake machines, pans, utensils of every description, etc., etc. They used paper for wrapping the loaves, cartons for the cakes, boxes for shipping the products, wagons and automobiles for delivering—in fact, there seems to be no limit to the things the baker uses.

Possibly you've never considered the baker as a prospective customer for your goods. If you haven't, his business is well worth going after. The baking industry is today the eighth industry of America.

BAKERS WEEKLY

the leading trade paper in the field and the only weekly covering the entire industry, reaches every week—52 times a year—the bakers whose business you will find it profitable to cultivate. Investigate it.

Sample copies and rates gladly furnished upon request.

BAKERS WEEKLY

41 Park Row

New York City

Member A. B. C. and Associated Business Papers, Inc.

Issue of November 8th, 7,700 copies

Insuring the Permanence of Your Trade Demand



THIS Agency is an association of men, seasoned with many years of ripe merchandising, sales and advertising experience. They are men whose judgment in their respective lines is authoritative—whose collective opinion is of unusual trade value in many lines of business.

Our association is National in scope and can be of genuine service to manufacturers who make, or distribute, a reliable product and who desire to insure the permanence and expansion of their trade demand.

We will welcome an invitation from any reliable business house to discuss the possibilities of their product.

Original interviews are invited with the clear understanding that no future obligation exists.



The

Fidelity Advertising Agency
SIXTH FLOOR--322 EUCLID
CLEVELAND, OHIO

But we are keeping our advertising and selling organization intact. Through advertising we keep the name of our clothes in a favorable light before the public. Through our salesmen we are keeping the retailer sold both on us and our product."

In addition to interviewing the retailers and manufacturers already quoted the PRINTERS' INK representative made a careful inquiry as to conditions in two large jobbing concerns and a retail mail-order house. In this way a composite picture of the whole situation was gained. As a result it can be said that there is a noteworthy agitation on for lower retail prices and that it is spreading far outside its original limit of the things people eat. Up to now the only specific direction in which it is being felt is a hesitancy on the part of dealers to place advance orders for ready to wear, including work clothing.

The merchandise manager of one jobbing house that deals largely in ready to wear said his concern would handle the situation by guaranteeing its prices on advance delivery. If the market drops the customer will be billed at the prices that are current when the goods are delivered. If the unexpected happens and prices advance the customer will be that much ahead as he will get his goods for the price at which he bought them.

"There is some risk to us in this," said the merchandise manager, "but that is what a jobber is for. His business is to carry the buying burdens of his customers. Right in this is one of the chief elements of his strength.

"All the resources of our organization will be back of our prices in the forthcoming emergency. They can place with us orders for immediate or future delivery and the risk will be ours.

"During the next year the situation will be extraordinary just as it was when prices began to go up so rapidly during the war. Jobbers could very easily find excuses for departing from their usual ways of doing business. But if they did this they would be throwing away the advertising prestige

"When Seconds Count"



"Publications-out on time!"

We are doing it on 101 publications now. We can do it for you. Six solid floors of service, operating all day and all night. K-L's complete organization guarantees our promise to the second.

Kenfield - Leach Company

"Chicago's Leading Printers"
610 Federal Street, Chicago



Parcel Post Carrier

No more wasting time, paper and salaries.

Just drop your catalog or article into its container, and mail.

These Parcel Post Carriers made from light, medium and heavy weight boxboard with sure LOCK. NO WRAPPING OR TYING necessary.

Ask for Samples and Prices

MADE ONLY BY

Chicago Carton Company

4433 Oden Avenue 518 Fifth Avenue
CHICAGO NEW YORK

Technical Publicity Writer Wanted

To collect, edit and place articles among editors of industrial and semi-popular engineering periodicals. An easy running style without technical intensity is essential. A nose for news, an eye for true perspective and a sales instinct are important. The ability to deal with details as well as with important men will help. Industrial.

"J. S." Box 76

PRINTERS' INK

they have gained through a long period of years and persistent effort. We are going to guarantee our prices and stand by them to the limit. Doubtless other jobbing concerns will do the same. The retailer need not worry. As to the goods he may now have on hand he can readily enough absorb a shrinkage of ten per cent or twenty per cent—which is probably more than he will be called upon to do while those goods remain on his hands.

"When the time comes we shall make these considerations very plain in our advertising matter."

At the retail mail-order house it was learned that the orders for wearing apparel and the more costly items in house furnishings were not up to the expected volume. An official of the house explained that this probably was due to the deliberation displayed by cold weather in getting on the job. So far as he knew no great dissatisfaction with his house's prices had been noted in the mass of correspondence received each day.

"If this holding off is because people are waiting for lower prices," he explained, "then we soon shall know it. It is our business to know these things. In that event there is only one thing to do. This is to put the prices down regardless of the loss to us. There has to be a change sometime to normal conditions. When it becomes necessary to make that change we most certainly shall use no half way measures. My opinion is though that the market is going to drop back so gradually and naturally that the change can be accomplished with practically no complications."

A New Community Publication Appears

Community Development Service, Inc., Chicago, founded for the purpose of solving community problems, has issued the first number, November, of its new publication, "Community Development."

Walter A. Burr With "Harper's Bazaar"

Walter A. Burr, formerly with the Hoops Advertising Co., Chicago, has joined the western sales force of *Harper's Bazaar*, with headquarters in the same city.

Los Angeles

THE Magic City of Southern California, is the buying center for 1,354,000 people, of whom 607,000 are in Los Angeles City. It is the distributing point for the great Southwest. It is the Mecca of thousands upon thousands of travelers during every month of the year.

The TELEPHONE DIRECTORY is the one big agency which makes it possible for this tremendous buying force to find your wares. When a customer turns to its pages the sale is already made — he is merely seeking confirmation as to where his order should be placed. If you are not represented, you lose an opportunity for a sale.

We have over 2,400 satisfied local advertisers. If our TELEPHONE DIRECTORY brings results to them, it will bring results to you. *We want to bring our Directory to the attention of National manufacturers and National advertisers.* It will assist in pushing your sales in Los Angeles and Southern California.

We would like the opportunity to send you detailed information regarding circulation, rates, press dates, etc.

SOUTHERN CALIFORNIA TELEPHONE COMPANY
Directory Advertising Department
716 South Olive Street Los Angeles, California

Circulation
165,000

Consulted over
850,000
Times Daily



PRINTERS' INK

Registered U. S. Patent Office

*A JOURNAL FOR ADVERTISERS
Founded 1888 by George F. Rowell*

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard. KIRK TAYLOR, Manager. Telephone Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 31 bis Faubourg Montmartre, JEAN H. FULGENS, Manager.

Issued every Thursday. Subscription price, three dollars a year; \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$90; half page, \$45; quarter page, \$22.50; one inch, minimum \$7. Classified 50 cents a line. Minimum order \$2.50.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Staff

EDITORIAL STAFF
C. P. Russell Frank H. Williams
Helen A. Ballard S. E. Kiser
Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, OCTOBER 30, 1919

The Printers' Labor Tangle At the present writing the combination strike and lockout, described in recent issues of PRINTERS' INK, still continues. As is so often the case in labor disturbances, the community in which the strike takes place is one of the heaviest sufferers.

Sixty New York publications are already being printed out-of-town. PRINTERS' INK, since the October 2nd issue, has been printed in Chicago. Other magazines are being published in different cities throughout the East and Middle West.

The 7,000 striking pressmen and the 3,000 compositors, who are on "vacations," have already lost over a million dollars in wages.

Their families are suffering; the merchants in their neighborhood, who would ordinarily be selling to 10,000 people, are losing business; publishers are losing money; catalogues written to simplify distribution and reduce costs, sales manuals, all are held up or being printed out of town.

The more strikes that take place—the more it becomes apparent that the community is the big sufferer. Eventually it is to be hoped some plan will be evolved whereby in advance, men representing the community, will be able to hear both sides of a controversy and actually stop any strike situation before it results in a stoppage of production where the community suffers a tremendous loss. Until that better day the public and other people who had no part in bringing on fight situations will lose.

It would take the seventh son of a seventh son to prophesy how the extremely tangled situation involving international unions, seceding unions, printers and publishers, will eventuate, and what effect the final settlement will have upon costs of printing, advertising, and all forms of printed salesmanship. In discussing this question recently, a big space buyer in New York said:

"There is one thing to be remembered in discussing advertising rates. I'm a space buyer, and I don't see that I have a kick if rates advance. The shoes that I buy today cost me twice as much money as they used to, but they are by no means twice as good. They don't wear any longer than the shoes I used to pay half as much for. In fact, the pair I've got on didn't wear half as well. The clothing for which I have to pay over twice as much as I used to, doesn't serve me any better than the cheaper clothes of the bygone days."

"Advertising, on the other hand, I'm willing to admit, serves us better than it ever did before, and is still sold on the same old basis. People respond to advertising more readily than they ever did, and have more money to spend when they respond. They view it with greater respect than in the

PRINTERS' INK

ring; the neighborhood, selling to business; money; catalogues; sales manager or being

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past. They follow advertising more closely when making their purchases, than used to be the case."

While the struggle continues, which will decide whether contracts entered into by employers with duly elected officers of the international unions are more than scraps of paper, subscribers and advertisers in the publications continue to stand solidly behind them. The periodicals which are coming out find that their circulation is going up by leaps and bounds, so that the advertiser is getting more for his money than ever before. It looks as though the worst sufferer in this strike, as in most others, is the community in which the strike takes place. It loses business, wages, and information.

The balance of justice and a permanent body for co-operation means production—a test of power means no production, industrial war, community loss. Let us hope that out of this situation some constructive, permanent solution will come.

Why Public Markets Fail Every once in a while some one comes forward with a bright idea that is popularly hailed as the long lost cure for the excessive cost of things. Just at present the world is burdened with a plethora of these suggestions. Unfortunately, however, most of these plans demonstrate their impracticability as soon as they are given a trial.

They accomplish one thing though and that is to prove that distribution is not the simple process the amateur economist often assumes that it is. The expense of selling cannot be decreased by arbitrarily eliminating certain factors in distribution that the practice of years has firmly established.

Take, for purposes of illustration, the plan, which is suggested so frequently and which has been tried out so many times, of having farmers sell direct to ultimate buyers. The purpose of this plan is to shorten the distribution route, thus eliminating the middleman and enabling the con-

sumer to buy practically at wholesale prices. Theoretically that looks good, but in practice it doesn't work out. In the first place, farmers, as a rule do not become enthusiastic about selling direct. In the second place, when they do sell in that way, they usually ask full retail prices. Then, of course, not being able to buy much, if any, cheaper from the farmer, the consumer quickly loses her enthusiasm for the plan. That briefly explains why many public-farmer markets fail.

Indianapolis has just gone through this experience. Some time ago the city set aside space, where farmers could come and offer their produce. Only a few farmers took advantage of the chance and those who did, sold at about current retail quotations. Indianapolis authorities are naturally discouraged with the outcome but it is something that could have been anticipated. Other cities have tried similar plans and found that they put no serious dent in the high cost of living.

The mistake that advocates of such schemes make is in assuming that where producers sell direct to consumers the cost of selling can be eliminated. This cannot be done. The cost is there just the same, and must be borne by some one, by the taxpayer if by no one else. The producer cannot also act as distributor without getting the profits of the distributor.

Farmers are producers, usually they sell their produce at wholesale prices to distributors. The farmer disposes of quantities at a time. If he has to act as a distributor, standing on the curb all day long selling tomatoes by the pound or onions by the quart, he has to sell at retail prices to pay him for his time.

The trouble with so many of these schemes that propose to abolish the middleman is that they have nothing to offer, either in the way of price or of service, that is not already being offered by established distributors. But even if they did have something to offer, they would fail anyway, be-

cause whatever advantages they may have are not well advertised to the public. No new adventure in distribution that intends to upset the buying habits of people can even begin to succeed unless it is properly advertised.

Advertising in Irregular Mediums The question as to whether the printed proceedings of a scientific or professional body should carry advertising is raised by the recent report of a committee of the American Institute of Electrical Engineers relative to the publications of the Institute. One of its recommendations was to the effect that revenue be increased by permitting the insertion of advertisements. Some members made objections. This is the view of Prof. Elihu Thomson of West Lynn, Mass., as printed in a letter to the *Electrical World*:

"I am decidedly opposed to printing advertisements with the 'Proceedings.' The productions of what Dr. Bell characterizes as a staff of 'publicity bounders' cannot improve the 'Proceedings.' A good deal of modern advertising is sort of 'jazz' advertising—not a mere cleancut, truthful sort of statement of fact. There is a great deal of what is called in slang 'guff' and it seems almost as if nowadays the advertising expert was chosen largely for his stock of this material. I fear that the Institute would not be entirely able to escape from these machinations."

In most respects Prof. Thomson is doubtless a man of intelligence and wide information. In regard to advertising practice, however, his mind is back in the paleozoic era and his information has hardly progressed beyond the year 1830. He is still thinking of the noises of Barnum's primitive ballyhoo and the printed extravaganzas boasting ancient cure-alls. He views the advertising expert as a mixture of Machiavelli and the Wild West, roaming forth into the world seeking whom he may deceive by the aid of a tin megaphone and a waist coat made of

tanned rattlesnake hide. Prof. Thomson seems not to know that modern advertising is conducted by business men whose aid the President of the United States and his leading executives have been glad to accept; that it is written by students of industry and economics; that it is designed and illustrated by men of long training in the arts; and that the statistician, the investigator and the tabulator figure more largely in it than the cleverest writer of the most convincing "guff."

But Prof. Thomson's conclusion that the "Proceedings" should not carry advertising is unquestionably correct, even if the means by which he arrives at that conclusion are ridiculous. The real reason why the "Proceedings" should be ad-less is that there are already in existence perfectly good mediums which will carry the advertiser's message more efficiently and at a lower cost per unit. It is not a nice nor an ethical thing for the Institute of Electrical Engineers to attempt to establish a medium in direct competition with established journals which have contributed so largely to the growth of the profession.

This idea that every little society, association and club can get out some sort of an organ or "Proceedings" and make money out of advertising deserves sharp condemnation. At best, the practice comes under the head of charity and, at worst, it is a form of graft or hold-up.

Fruehauf Trailer Campaign Undertaken

A national advertising campaign, in which magazines and trade publications will be employed, is being undertaken for The Fruehauf Trailer Company, Detroit, by the Fred M. Randall Company, advertising agency, Detroit. This agency has also obtained the advertising account of the Cornfield Wheel Company, Inc., Detroit, for which account motor publications will be employed.

R. E. Baldwin With Detroit "Motor News"

R. E. Baldwin, who has been a member of the Detroit office of *Motor*, New York, has become business manager of the "Motor News," the official publication of the Detroit Automobile Club.

An Up-To-The-Minute Advertiser—

Who has so systematized his Advertising that he is able to Take advantage even of the Changes in the weather to get His message before the public "At the psychological moment" Recently sent out a direct mail piece Describing his "mid-summer specials" To a locality where two inches of snow Greeted its arrival.

The fact that certain uncontrollable conditions Play an important part in the success Of an advertising campaign, as they Do in many other worthy enterprises Is no argument for regarding all Things connected with advertising In the same category as the roulette table.

On the contrary, it is all the *more* reason For reducing the element of chance Where it can be, to a minimum.

Many of the things connected with advertising That were formerly looked upon in The light of "hit or miss" Are now calculated to produce results With the certainty of mathematics.

"Principles of Modern Advertising" is a practical Treatise on the uses of these "certainties" As actually applied to the advertising Of the clients served by this agency. It will be sent prepaid to any address Upon receipt of ten dollars.



GREIG & GLOVER INC.
ADVERTISING
 440 So Dearborn St. Chicago Ill.
 Telephones Wabash 2548-64

MANAGER of Sales and Distribution, handling business exceeding ten million dollars a year, in position to consider proposition which would enable him to share results of his own efforts.

* * * * *

Princeton University A B degree. Seventeen years active business service.

Is credited with notable work in finance-advertising-distribution. Business efforts in interest of but two different concerns. Present connection of ten years' standing. Has filled posts of office manager—business manager—director of organization—assistant to president—advertising manager—distribution manager.

American.

"H. M.," Box 80, Printers' Ink

1,500,000 Consumers

Wisconsin Daily League

29 leading daily newspapers which blanket the State.

We furnish complete consumer and dealer data. This league specializes in dealer co-operation.

With one order and one payment you blanket Wisconsin.

Write today for rates and information on co-operation.

H. H. BLISS, Secretary
Janesville, Wisconsin

Bolshevism at Bottom of Printers' Strike Union Leader Asserts

JAMES FREEL, president of the International Stereotypers' and Electrotypers' Union, in speaking on the printers' strike summarized the issue in the following words:

"At the bottom of the secession of the pressmen and feeders from the international union was the intention to form one big union in the printing trades."

He asserted that "Bagley's men are fighting to control the printing industry. If they win," he continued, "they will dictate the policies of the printing shops any time they want to. They believe in and advocate destruction of industry. The employers of New York are fighting Bolshevism for all of North America."

St. Louis Chamber of Commerce Advertises

The Chamber of Commerce of St. Louis, in a recent effort to obtain a larger membership for the purpose of securing not only the interest of the business men in St. Louis, but obtaining revenues from new membership, employed full-page and half-page newspaper copy. This organization proposes to create a production bureau for the purpose of bringing together more closely the City of St. Louis with the State of Missouri and the trade zone in the Southwest.

J. I. Jacobson in Clothing Advertising

J. Irving Jacobson, recently member of the advertising department of the Baltimore, Md. *News*, has become advertising manager of the U. S. Woollen Mills Co., operators of a chain of retail clothing stores throughout the country, and wholesalers of "Challenge" brand clothing, Baltimore, Md.

A newspaper advertising campaign, in which newspapers in the South and Southwest will be employed, is planned by the woollen mills company.

Air-Way Vacuum Cleaner Campaign Planned

An advertising campaign in which women's publications and trade papers will be employed is planned for the Air-Way Vacuum Cleaner, a product of the Air-Way Company, Toledo, O., by Brooks, Smith & French, Inc., advertising agency, Detroit.

Sales of Machinery, Iron and Steel

in Pacific territory may be promoted through the columns of a first-class Magazine which reaches all the machine shops, iron and steel plants and machinery manufacturing concerns in eight western States, Hawaii, Alaska, British Columbia, the Philippines and, for the most part, China and Japan. It is a new and growing field with high purchasing power, and a lively interest in what is best. What have you got to sell there? Reach these buyers through

Pacific Machinery Review

San Francisco

Two colors, and the best of half-tone printing on 70-lb. coated book. It has a developed field.

"The Medium for Machinery for the Pacific"

FROM the depths of the Latin-American racial soul has appeared finally *El Magazine de la Raza*, created by a group of as vividly interesting writers as any people can boast—a general interest magazine that represents the collective enthusiasms and ideals and impulses of a great people.

A great people subscribes to *El Magazine de la Raza*.
 A great people created it, endorse it, a great people reads it with scrupulous leisure month after month.

What have you to sell to that great people?

Total distribution of the October issue 27,814
Net paid circulation 75%

The Key to Latin-American Markets

EL MAGAZINE DE LA RAZA

(*The Magazine of the Latin People*)

234 Fifth Avenue

New York City

Member of the A. B. C.

The Little Schoolmaster's Classroom

A member of the class sends in this contribution:

"A few weeks ago PRINTERS' INK published an article, 'History as a Source of Advertising Ideas,' which was both instructive and stimulating. The writer believes that one equally helpful might be written on 'Literature as a Source of Advertising Ideas.' Some of the current advertising—in copy or illustration, or both—calls to mind some old friends of the printed page or reminds one of situations over which he has chuckled with delight as he munched the luscious fruit of his very own apple tree before a roaring log fire on a stormy mid-winter night.

* * *

"A case in point is the advertisement of Kaynee Blouses which appears in the American Boy. The appeal is directed at the youthful wearers through the illustration of a group of children standing outside an improvised circus tent on the side of which is lettered, 'Herculees—World Strong Man.' Hercules is misspelled, the N and S are turned inside out. A husky lad perched upon a chair introduces the 'strong man' with a sweeping gesture of the right hand in real barker fashion, while his left hand rests upon the head of the youthful Hercules—a small, frail, sickly looking boy. Not at all the type one would expect could do the stunts that are to be performed within. All the more wonderful, of course. Any live boy would know that. And he would pay his pennies much more quickly to see a mere slip of a lad perform Herculean feats than he would if the strong man were an overgrown youngster. What boy who has played the role of barker outside a circus tent will not appreciate this picture? The psychology is true to type and either the artist understands boys or knows how to absorb the atmosphere of the best boy literature and transfer it to the canvass. Ju-

venile books must be full of suggestions for advertisers who are interested in the child appeal.

"The only tie-up to the copy is the fact that the blouses worn by the children are comfortable looking and suggest that athletic feats may be performed with ease by their wearers, but the illustration is Tarkingtonesque and calculated to attract the boy reader."

* * *

There are lots of changes in the present "changing order." One of them came to the Schoolmaster's attention the other day which is significant. In a large eastern city a store near one of the most expensive corners in the city where the rents are highest was recently leased for a long period of time for a cobbler's shop. A few years ago it seemed almost a disgrace for a man to take a pair of shoes to the cobbler's shop to have them re-soled. And the man so doing was apt to start rumors about himself that he was playing poker too much or living beyond his means or some such pleasant reminder that he was doing a thing which was almost beyond the pale.

The days when economy was regarded as being undignified have apparently passed for good, and it is now being practiced by persons in the Social Register and owners of prize Pomeranians. The fact of the old-fashioned cobbler coming into his own and adopting modern machinery and business methods to get trade gives the advertisers of trademarked soles a better distributing channel, of which they undoubtedly will take full advantage.

* * *

An advertising man who has just returned from England told the Scholmaster of two amusing ways of advertising.

One manufacturer of marmalade—John Bull's favorite breakfast food—puts a sticker on the end of every pot. On the sticker is an epigram such as "Hard work and



TWO complete engraving
plants-fully equipped for
intelligent service and the
finest production of color
plates,half-tones&line-cuts.

THE BECK ENGRAVING COMPANY
PHILADELPHIA **NEW YORK**

THE ADVERTISING WEST

can be reached most economically by

Western Advertising

The only advertising journal published in a territory of 10 million people. Rates on application. A live, up-to-the-minute, handsomely printed, monthly magazine you'll like to see and read. Sample copies free.

RAMSEY OPPENHEIM CO., Publishers, SAN FRANCISCO

Population 65,000 Trading Centre for 100,000
Brockton, Massachusetts. The Great Shoe City filled with workers and winners. Earning millions in wages. Paper established 1880

Printing 17,000 Daily

Flat Commercial rate 50 cts. per inch

Afternoon Paper, Sells for 2 cents

Carries over a page of want advertisements



George Seton Thompson Co.

Planning
Copy & Art
Printing
Mailing

Advertising	Booklets
SERVICE	Circulars
	Catalogs
	House Organs

122 West Polk Street, Chicago
Wabash 7316

RETAIL ADVERTISING SUGGESTIONS

Sampleadsfromimportantcitiesshowing treatment of specific lines of goods such as shoes, millinery, clothing, hardware, etc., help many advertising men to improve their own copy. National Service.

CENTRAL PRESS CLIPPING SERVICE
Suite 1109 K. of P. Bldg., Indianapolis, Ind.

GOOD PRINTING—CHEAP

A Few Money-Saving Prices

1000 4-page Folders, 3½x6½ in.	\$8.00
Each additional thousand.....	2.50
1000 4-page Folders, 4x9 in.....	10.00
Each additional thousand.....	3.50
1000 4-page Folders, 6x9 in.....	13.00
Each additional thousand.....	4.50

FREE—our large package of samples
ERNEST A. FANTUS CO., Printers
525 So. Dearborn St., Chicago

ZEEN-YAH, O-H I-O

XENIA, Ohio. The healthy heart of a section surrounded by 20,000 wealthy farmers. Reached ONLY & WHOLLY by the Evening Gazette & Morning Republican.

MICHIGAN
BUSINESS FARMING
Michigan's Greatest Farm Weekly!
80,000 BUSINESS FARMERS 45¢ PER COPY
Michigan has 210,000 farms and over
15,000 Farm Owners.
C. M. Stinson Pub., Mt. Clemens, Mich.

The RICHEY DATA SERVICE

Why are leading institutions from coast to coast using this convenient data on sales, advertising and business conditions? Ask for the November Bulletin—Sent you free.

THE RICHEY DATA SERVICE
403 Meridian Life Bldg., Indianapolis, U.S.A.

contentment are inseparable comrades"; "He who gives wisely receives abundantly." Whether these are just little uplift sermons or have a subtle influence on the sale of marmalade is not known.

The other similar stunt was performed by a match-maker. (Not a matrimonial agent, though such exist in England.) On every box of matches a joke was printed, giving credit to the paper from which it had been culled. The folks over there say that this is a waste of valuable space for they are "war matches"—which means they were big enough jokes in themselves.

In connection with this, the Scholmaster's friend suggested that the name "Union Matches" would be good for a new match. It would lend itself to the use of the slogan "They strike easily."

* * *

Most newspapers impose certain typographical restrictions in the use of their pages of classified advertisements, but a little thought will sometimes disclose methods of obtaining attention and interest.

WRITE!

Our nearest Office for Information and Application Blanks.

Only Beneficial and Fraternal Organization of Newspaper Men in existence maintaining two homes—one at Basic, Virginia, and one at Vanderhoof, B. C. Spend your vacations there!

Write Now!

INTERNATIONAL EDITORIAL ASSOCIATION

436 Marquette Building, Chicago

or

405 Lynch Building, Lynchburg,
Virginia

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In advertising for employees to recruit its working forces up to the level required by greatly increased business, a public service corporation recently adopted a new want-ad device. Instead of scattering its ads about as is the usual practice, it ran carefully written and varied copy clean across the bottom of the page of eight columns. There were thus eight separate advertisements in all, side by side, each forty-two agate lines deep. Wide margins and plenty of white space made this broadside stand out on that particular day and brought excellent results. On opening the page the eye of the reader was unconsciously drawn down to the bottom, which was the goal aimed at.

Despite the restrictions mentioned, it seems to the Schoolmaster that it is possible to get away from the usual effects in classified advertising by the use of irregular lines or well broken up paragraphs. For example, the use of the "hanging indent" paragraph might prove valuable. By this method the top line might run clear across the column. The next and succeeding lines could then be indented two "ems," thus leaving a margin of about a quarter inch of white space at the left of these indented lines. Advertisers who wish to obtain some novel or unusual effect on the classified page might profitably consult the manager of that department on the newspaper they have selected as a medium. He will always be ready to help.

Howell Cuts

for houseorgans
direct mail and
ad proofs other advertising

Charles E. Howell • 305 Fifth Ave. New York

BUILDING SUPPLY NEWS

Recognized in the
Building Field as
"The Dealers' Own Paper"
610 Federal St. Chicago

To Secure Trade from South and Central
America, Mexico, West Indies, Spain,
Portugal, etc.

ADVERTISE IN

EL COMERCIO

Established 1875



The Oldest Export
Trade Journal in the
world.

Circulation Audited by
A. B. C.

Sample Copy, Circula-
lar, Rates and full par-
ticulars upon request.

J. Shepherd Clark Co.

Editors and Publishers
BURNET L. CLARK, President & Mgr.
114 Liberty St., New York City

DRY GOODS

MERCHANTS TRADE JOURNAL

Has a larger proven paid circulation
among rated dry goods, department
and general stores than any other dry-
goods paper. Ask for A.B.C. statement
and sample copy.

Des Moines
Chicago Indianapolis New York

FURNITURE

MERCHANTS TRADE JOURNAL

Has a larger proven paid circulation
among rated furniture merchants than
any other furniture publication. Ask
for A.B.C. statement and sample copy.

Des Moines
Chicago Indianapolis New York

MERCHANTS NATIONAL HARDWARE JOURNAL

An unusually good buy. Ask us the
reason why, and also ask for sample
copy.

Des Moines
Chicago Indianapolis New York

"GIBBONS Knows CANADA"

National Builder

Read by the professional builders, contractors and architects—the volume buyers in the building field. Send for specific data in your line.

Member of the A. B. C. and Associated Business Papers
542 S. Dearborn St. Chicago



*"Devoted to everything worn
on the feet"*

We co-operate with agencies
Ask us how!

155 North Clark Street, Chicago

BUILDINGS
and BUILDING MANAGEMENT
Great shortage in offices and apartments.
This means many new buildings next year.
The owners and managers are planning for
them now. They can be reached only by
advertising in this paper.
City Hall Square Building, Chicago

POSTAGE
The monthly magazine that
tells how to transact business
by mail—Advertising, Selling,
Buying, Collecting, Letters,
Office Systems. A necessity
in every business office. 6 mos., \$1.00:
1 year, \$2.00.
POSTAGE. Room 297, Metropolitan Bldg. N.Y.

When the East
Reaches the West
LOS ANGELES
EVENING HERALD
The greatest week-day
advertising medium on
the Pacific coast
DAILY CIRCULATION
127,773



Adart Studios
a Complete Advertising
Art Service

Intensive Advertising Helps to Expand Business

Alfred Decker & Cohn, Inc., has been formed to acquire the entire business of the firm of Arthur, Decker & Cohn, Chicago, makers of "Society Brand" clothes. Alfred Decker, president of the company, states the incorporation of the business comes as the result of its magnitude and from a desire to insure the greater permanence of the organization. The intensive advertising and manufacturing policy of the organization has been responsible for the rapid and consistent development of the company according to Mr. Decker. There are now 2,500 employees on the payroll, the volume of business for the first six months of 1919 was on a basis of \$12,000,000 yearly.

New Phonograph Corporation Formed

The General Phonograph Corporation, recently formed in New York, has acquired the Otto Heineman Phonograph Supply Company, Inc. The General Phonograph Corporation will engage in the manufacture of phonograph supplies in United States, manufacturing motors, tone arms, sound boxes, and phonograph needles. The new corporation will also manufacture the "Okeh" phonograph records, originally marketed by the Heineman organization. An increased advertising campaign featuring "Okeh" phonograph records, is contemplated by the new corporation.

COMMISSION TO ADVERTISING AGENCIES

CLASSIFIED ADVERTISING

We handle all details of placing and checking. Our 40-page Catalogue, "Papers That Pay," free upon request.

ANKRUM ADVERTISING AGENCY
Largest Classified Agency in the U.S.
20 W. Jackson Blvd. Chicago, Ill.

Mail Order ADVERTISING

While the mail-order advertiser is asleep, golfing, automobiling, ill or at target practice, legions of persons are writing letters of inquiry or orders to him. Let's write or talk about what YOU have in mind. May mean a fortune to you. CHICAGO—21 East Madison St. CENTRAL 5-2200 NEW YORK—230 West 23rd St. BRYANT 5007.

SCOTT & SCOTT



Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty cents a line for each insertion. No order accepted for less than two dollars and fifty cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

Are You Fighting Without Adequate Compensation?

Are you Ready for a Real Opportunity? Photoplays, short advertising films, equal in attractiveness to the highest grade of regular moving pictures and produced by the largest film manufacturer in the world are the most productive advertising mediums for merchants and banks in cities under 100,000. Salesmen of ability can make a connection providing a larger income than has been offered by any legitimate proposition for many years. Motion picture experience unnecessary, advertising experience invaluable. Apply by letter only.

Merchants Service Dept.
ROTHACKER FILM MFG. CO.
1341 Diversey Parkway,
Chicago.

Men of Force and Character Can Cash In on unique opportunity. Experience in selling syndicated ad-service—newspaper, direct-by-mail, billboard, street-car—essential. Largest manufacturer offers exclusive territory to those who qualify. Our distributors make over fifteen thousand per year. Address Merchants' Service, Dept. 1341 Diversey Pkwy., Chicago.

Classified Department Manager.

Wanted: man with experience as manager or assistant in charge of classified department. A real opportunity for results both for the man and the newspaper. A newspaper of 50,000 circulation in a midwest city. Write giving details of experience, promotion ideas and salary. K. C. J., Box 880, Printers' Ink.

Advertising Salesmen.

We want a few advertising salesmen for New York City and surrounding territory, full of pep and able to deliver the goods on automobile advertising on a motor monthly. Call 1929 Broadway for personal interview and start work immediately.

SOLICITORS WANTED ON EXPORT HOUSE ORGAN. ALL TERRITORY EXCEPT NEW YORK CITY OPEN. COMMISSION BASIS WITH FEW WEEKS DRAWING ACCOUNT. STATE AGE, RELIGION, EXPERIENCE AND TERRITORY WILL CONSIDER TALKING OVER. Box 875, Printers' Ink.

Stenographer Wanted

LARGE AND WELL-KNOWN MANUFACTURING firm in New York City desires young woman with ability to advance in advertising department. Position does not require long experience so much as tactfulness and capacity to learn quickly.

Address stating age, education, nationality and salary desired. Box 876, Printers' Ink.

MISCELLANEOUS

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
American Type Founders' Products
Machinery of Every Description
CONNOR, FENDLER & CO.
Ninety-six Beckman St.
New York City

Twelve Dollars a year brings to your desk fifty new ads a month on any subject taken from papers of United States and Canada. Press Clipping Association, Buffalo, N. Y.

SITUATIONS WANTED

YOUNG MAN 27, AT PRESENT ADV. MGR. OF DEPT. STORE IN CITY OF 80,000, WANTS A BIGGER JOB WITH A REAL FUTURE. KNOWS COPY, CUTS, AND LAYOUTS THOROUGHLY. IN OR NEAR NEW YORK CITY PREFERRED. Box 879, Printers' Ink.

ADVERTISING MAN

Production work, devise attractive layouts; write copy; thorough knowledge of printing; all details; 5 years' agency and merchandising experience. Now with high grade New York City agency. A-1 recommendations. Box 877, Printers' Ink.

ENGRAVING EXECUTIVE

If you are contemplating the installation of an art department and engraving plant and require the services of a thoroughly competent man to supervise the purchase and installation of equipment and conduct thereafter of the plant, I am open to a proposition. Experienced in both practical and executive departments on highest grade color work for process and offset printing. Address Box 878, Printers' Ink.

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Thos. G. Sack Co.

Printers' Ink Co.

Publi-CITY

THE GATEWAY

Thos. G. Sack Co.
New York
Chicago

The Chicago Tribune Conserves Newsprint

The following notice appeared in The Chicago Tribune of October 31. The Tribune has been printing 36-38- and 40-page papers daily. Even on the days when 40-page papers were printed, many columns of advertisements have been left out. The policy stated in the following paragraph, therefore, will necessitate considerable financial sacrifice.

BY reason of the severe shortage of newsprint throughout the country, and the consequent obligation of newspapers everywhere to conserve paper, commencing Monday, November 3rd, The Chicago Tribune will restrict the average size of its daily issues to 32 pages until the need for conservation is past. The 32-page average will be maintained each week, and should any week-day issue exceed 32 pages, other issues in the same week will be correspondingly reduced in size to secure the average.

The enormous volume of advertising published in the daily Tribune makes this step a hardship upon the Tribune and its advertisers alike. The Tribune hopes, however, that with the co-operation of its advertisers in reducing the amount of their advertising space, the present emergency may be soon passed and a return to normal conditions assured.

The Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER